

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)

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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof

1. Name of conveying party(ies):
Vernie Incognito

Individual(s) U.S.A. Association
 General Partnership Limited Partnership
 Corporation - State _____
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: **The M. O'Neil Company**
Internal Address: **615 Olive Street**
Street Address: _____
City: **St. Louis** State: **Missouri** Zip: **63101**

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State **Ohio**
 Other _____

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: **December 10, 2002**

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):
 A. Trademark Application No (s)
76/464,865

B. Trademark Registration No (s)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed

Name: **Alan S Nemes**
 Internal Address: **Blackwell Sanders Peper Martin**
 Street Address: **720 Olive Street - 24th Floor**
 City: **St Louis** State: **MO** Zip: **63101**

6 Total number of applications and registrations involved: 1

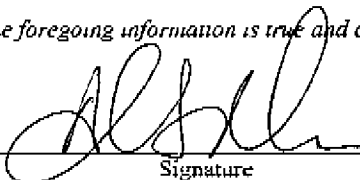
7 Total fee (37 CFR 3.41). \$ **40**
 Enclosed
 Authorized to be charged to deposit account 11-0160

If insufficient, please debit Deposit Account Number
 8. Deposit account number: **11-0160**

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Alan S. Nemes  **12-10-02**
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments and document 2

713558 78

Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patent & Trademarks, Box Assignments
 Washington, D.C. 20231

ASSIGNMENT AGREEMENT

WHEREAS, VERNIE INCOGNITO, an individual with the address of 765 Grand Street, #1A, Brooklyn, New York ("ASSIGNOR"), is the owner of the mark IDEOLOGY for clothing, and United States Trademark Application 76/464,865 therefor, (collectively the "Mark") and has used the Mark in commerce, and

WHEREAS, THE M. O'NEIL COMPANY, a corporation duly organized under the laws of the State of Ohio ("ASSIGNEE"), desires to acquire the entire right, title, and interest in the Mark;

NOW, THEREFORE, in exchange for the amount set out on Exhibit A. and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR assigns, sells, and transfers to ASSIGNEE, the entire right, title and interest in and to the Mark, together with the goodwill of the business associated therewith, and the right to sue for past infringement thereof.


This Agreement is effective this 10TH day of DECEMBER, 2002.

ASSIGNOR

ASSIGNEE

THE M. O'NEIL COMPANY


Vernie Incognito

By: 
Printed Name: VICE PRESIDENT
Title: RICHARD W. COHEN