

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

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

3. Nature of conveyance.

- Assignment       Merger
- Security Agreement       Change of Name
- Other \_\_\_\_\_

Execution Date: December 10, 2002

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 \_\_\_\_\_

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 - 24<sup>th</sup> 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**

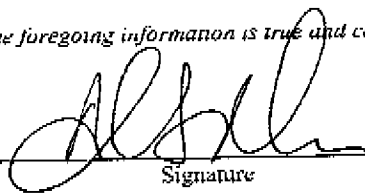
(Attach duplicate copy of this page if paying by deposit account)

#### 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**  
Name of Person Signing



Signature

**12.10.02**

Date

Total number of pages including cover sheet, attachments and documents 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 10<sup>TH</sup> day of DECEMBER, 2002.

ASSIGNOR

Vernie Incognito  
Vernie Incognito

ASSIGNEE  
THE M. O'NEIL COMPANY

By: [Signature]  
Printed Name: VICE PRESIDENT  
Title: RICHARD B. COHEN