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INATION FORM COVER SHEET
DEMARKS 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):

Gef Holdings S.A.

10-29-02

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Corporation - Luxembourg

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

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other Release of Security Interest

Execution Date: October 28, 2002

2. Name and address of receiving party(ies)

Name: Alexander Doll Company, Inc.

Internal

Address: _____

Street Address: 615 West 131 Street

City: New York State: NY Zip: 10027

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- 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) 75897687

B: Trademark Registration No.(s) 2521171;
2410485; 2393491; 2274473; 1720455; 1543701

Additional number(s) attached Yes No

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

Name: Stanton J. Lovenworth, Esq.

Internal Address: _____

Street Address: Dewey Ballantine LLP

1301 Avenue of the Americas

City: New York State: NY Zip: 10019

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41).....\$ 190.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

N/A

(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.

Stanton J. Lovenworth

Name of Person Signing

[Signature]

Signature

October 29, 2002

Date

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

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

11/07/2002
01 FC:852
02 FC:852

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FINANCIAL SECTION
7:19
RECORDS

TRADEMARK RELEASE OF SECURITY INTEREST

Reference is hereby made to the Trademark Security Agreement dated June 29, 2001 (the "Trademark Security Agreement") pursuant to which Alexander Doll Company, Inc., a Delaware corporation with a principal place of business at 615 West 131st Street, New York, New York 10027 ("Alexander Doll"), conveyed, transferred, assigned and granted unto Midwest Mezzanine Fund II, L.P., a Delaware limited partnership, with principal place of business at 208 South LaSalle Street, 10th Floor, Chicago, Illinois 60604 ("Midwest"), a security interest in all of Alexander Doll's right, title and interest in and to each of the trademarks identified on Schedule A hereto (the "Trademarks"). The Trademark Security Agreement was recorded in the United States Patent and Trademark Office on July 20, 2001, at Reel 2339, Frame 0336.

Pursuant to the Assignment and Assumption Agreement dated September 30, 2002 (the "Assignment and Assumption Agreement"), Midwest conveyed, transferred, assigned and granted unto Gef. Holding S.A., a Luxembourg corporation with a principal place of business at 30 Quai Gustave-Ador, Geneva 1207, Switzerland ("Gef. Holdings"), all of Midwest's right, title and interest in and to the Trademark Security Agreement and in and to the security interests in the Trademarks thereunder. Consequently, Gef. Holdings is the holder of the security interest in the Trademarks granted pursuant to the Trademark Security Agreement. The Assignment and Assumption Agreement is being filed along with this Trademark Release of Security Interest for recordation on October 29, 2002 with the United States Patent and Trademark Office.

Gef. Holdings hereby acknowledges and agrees that, notwithstanding the grant and assignment to it of a security interest in and to the Trademarks, Gef. Holdings hereby releases and terminates all such right, title and interest.

Dated as of October 28, 2002

[Sent]


GEF. HOLDINGS S.A.

By: 

Name: Mr. Sulaiman Al-Muhaidib
Title: Chairman

Address for Notices:
Gef. Holdings S.A.
30 Quai Gustave-Ador
Geneva 1207, Switzerland
Attn: Harry Jupp

Approved and Accepted:

By: 
Name: William J. Beckett
Title: CEO

Address for Notices:

Alexander Doll Company, Inc.
615 West 131st Street
New York, New York 10027
Attn: Robert Porcell

Exhibit A

Trademarks

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
Madame Alexander	1543701	June 13, 1989
Madame Alexander & Design	1720455	September 29, 1992
Madame Alexander & Design	2274473	August 31, 1999
Madame Alexander & Design	2393491	October 10, 2000
Madame Alexander	2410485	December 5, 2000
Madame Alexander	2521171	December 18, 2001

<u>Trademark Application</u>	<u>Application No.</u>	<u>Application Date</u>
Madame Alexander	75-897687	January 18, 2000