

11-22-2002

Form PTO-1594  
(Rev. 10/02)  
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J.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): MED  
Rita Abraham 11-12-02

Individual(s)       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: Jesco Imports, Inc.  
Internal  
Address: \_\_\_\_\_  
Street Address: 923 South Myrtle Avenue  
City: Monrovia State: CA Zip: 91016

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State California  
 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

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

Execution Date: 10/11/2002

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s) \_\_\_\_\_  
\_\_\_\_\_

Additional number(s) attached  Yes  No

B. Trademark Registration No.(s) 546,396; 776,119;  
792,534; 1,406,785; 1,543,698; 1,792,747

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Robert W. Dickerson  
Internal Address: \_\_\_\_\_  
Jones, Day, Reavis & Pogue  
Street Address: 555 West 5th Street,  
Suite 4600  
City: Los Angeles State: CA Zip: 90013-1025


6. Total number of applications and registrations involved: .....

7. Total fee (37 CFR 3.41)..... \$ 165.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
165E

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9. Signature.  
Robert W. Dickerson  11-12-2002  
Name of Person Signing      Signature      Date

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

11/21/2002 6TOM11 00000095 546396  
01 FC:0521 40.00 OP  
02 FC:0522 125.00 OP

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

TRADEMARK  
REEL: 002620 FRAME: 0815

## SHORT FORM ASSIGNMENT

This Assignment is from **Rita Abraham**, an individual residing at 1160 Park Avenue, New York, New York, 10128 ("Rita") to **Jesco Imports, Inc.**, a California corporation having its principal place of business at 923 South Myrtle Avenue, Monrovia, CA 91016 ("Jesco"), and is effective as of **July 1, 2002**.

WHEREAS, Rita is and was the sole heir and executor of the Estate of Joseph L. Kallus, and thus inherited from that Estate, among other things, all of the rights, title and interest in and to, or owned by, Cameo Exclusive Products, Inc. and Cameo Doll Products, Inc. ("the Cameo Companies") including certain trademark and copyrights comprising and relating to KEWPIE, HO-HO, MISS PEEP, DOODLE DOG and SCOOTLES dolls and other things, which Joseph L. Kallus had in turn acquired in part from the Estate of Rose O'Neill pursuant to a November 1, 1947 Agreement and a December 15, 1947 Agreement;

WHEREAS, Rita is the owner of the following U.S. federal trademark registrations:

Registration No. 546,396 (MISS PEEP)  
Registration No. 776,119 (KEWPIE KLOTHES)  
Registration No. 792,534 (SCOOTLES)  
Registration No. 1,406,785 (KEWPIE)  
Registration No. 1,543,698 (KEWPIE)  
Registration No. 1,792,747 (HO-HO)

WHEREAS, Rita is also the owner of Great Britain Trademark Registration No. 1,566,342 (KEWPIE), Hong Kong Trademark Registration No. 9102/96 (KEWPIE), and European Community Trademark Registration No. 000129023 (KEWPIE);

WHEREAS, Jesco desires to acquire Rita's entire right, title and interest in and to these trademarks and trademark registrations, including all goodwill appurtenant thereto;

NOW, THEREFORE, for good and sufficient consideration, the receipt and sufficiency of which is acknowledged, Rita hereby assigns to Jesco all right, title and interest in and to the Assigned Rights. The Assigned Rights comprise and include any and all trademark rights and copyrights, any and all state, federal, domestic and foreign registrations therefor (including those specifically referenced

above), any and all existing sublicenses therefor, and any and all other intellectual property and goodwill appurtenant thereto, and the right to collect past, present and future royalties therefrom and to sue for and keep any and all damages for infringement or misappropriation thereof, relating in any way to CAMEO, KEWPIE, SCOOTLES, MISS PEEP, DOODLE DOG and HO-HO (and any other rights owned by the Cameo Companies) and any derivations thereof, which Rita now owns.

IN WITNESS WHEREOF, Rita has signed this Assignment before a Notary Public on the date indicated below.

Date: 10/16/2002

Rita Abraham  
Rita Abraham

State of New York            )  
  ) s.s. 1  
County of New York        )

On this 11th day of October, 2002, Rita Abraham appeared before me and proved on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person named in the instrument executed the instrument.

Witness my hand and official seal.

Signature Thomas J. Salvatore

THOMAS J. SALVATORE  
Notary Public, State of New York  
Qualified in Erie County

My Commission Expires May 21, 2006

This assignment is accepted by Jesco as of July 1, 2002.

Date: 10/11/2002

James E. Skahill  
James E. Skahill  
President  
Jesco Imports, Inc.

ORIGINAL