

01-27-2003

U.S. Department of Commerce  
Patent and Trademark Office



ET

102347471

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

1. Name of conveying party(ies):  
 Home Sewing Association, Inc. **1-21-03**

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State New York  
 Other \_\_\_\_\_

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

2. Name and Address of receiving party(ies)  
 Name: The McCall Pattern Company  
 Address: 11 Penn Plaza  
 New York, New York 10001

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

OFFICE OF PUBLIC RECORDS  
2003 JUN 21 AM 10:47  
FINANCE SECTION

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

Execution Date: January 3, 2003

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)                                      B. Trademark Registration No.(s)

Registration No. 2,103,335

Additional numbers attached?  Yes  No

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

Sheri L. Gelfond  
 Cowan, Liebowitz & Latman, P.C.  
 1133 Avenue of the Americas  
 New York, NY 10036-6799

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

7. Total fee (37 CFR 3.41)..... \$ 40  
 Enclosed

8. Deposit Account No. 03-3415

To be used only in the event of a deficiency.  
 (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.*

Sheri L. Gelfond                                      Sheri L. Gelfond                                      1/14/03  
 Name of Person Signing                                      Signature                                      Date

Total number of pages including cover sheet, attachments, and document: 3

01/21/2003 ECP/PTL 0000074 210335  
 U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made as of the 3rd day of January, 2003 between HOME SEWING ASSOCIATION, INC., a corporation organized and existing under the laws of New York with its principal place of business at 1350 Broadway, Suite 1601, New York, NY 10018 ("Assignor") and THE MCCALL PATTERN COMPANY, a corporation organized and existing under the laws of Delaware with its principal place of business at 11 Penn Plaza, New York, NY 10001 ("Assignee").

WHEREAS, Assignor adopted and used in the United States the trademark SUDDENLY YOU'RE SEWING in connection with instruction in the field of sewing, embroidery and craft making and is the owner of Registration No. 2103335 (the "Trademark") for such mark; and

WHEREAS, Assignee wishes to acquire all of Assignee's right, title and interest in and to the Trademark and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademark, whether statutory or at common law, including all applications and registrations thereof, together with the goodwill of the business symbolized by the Trademark, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

HOME SEWING ASSOCIATION, INC.

By: Joan Campbell

Name: JOAN CAMPBELL

Title: Executive Vice President

NOTARIAL ACKNOWLEDGEMENT

STATE OF NEW YORK )  
 ) ss.:  
COUNTY OF NEW YORK )

On the 3 day of January, 2003, before me personally came Jean Campbell to me known, who being by me duly sworn, did depose and say that he/she is VP of Home Sewing Assoc., the corporation described in and which executed the foregoing instrument; and that he/she signed his/her name thereto by order of the Board of Directors.

[Notarial Seal]

Sharon Lynch  
Notary Public

SHARON LYNCH  
NOTARY PUBLIC, State of New York  
No. 30-2749261  
Qualified in Nassau County  
Certificate Filed in New York County  
Commission Expires June 30, 19 2003