

03-21-2003



102396211

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

1. Name of conveying party(ies): 3-14-03  
**Mikasa Licensing, Inc.**  
 Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-State Delaware  
 Other \_\_\_\_\_  
Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: Hearst Communications, Inc.  
Internal  
Address: \_\_\_\_\_  
Street Address: 959 Eighth Avenue  
City: New York State: NY Zip: 10019  
 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

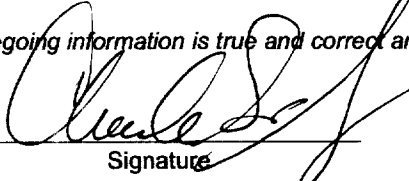
3. Nature of conveyance:  
 Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_  
Execution Date: November 11, 2002

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
B. Trademark Registration No.(s)  
1350331    1739722    1954220  
Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Charles W. Grimes  
Internal Address: Grimes & Battersby, LLP  
Street Address: 488 Main Avenue  
City: Norwalk State: CT Zip: 06851

6. Total number of applications and registrations involved: ..... 3  
7. Total fee (37 CFR 3.41).....\$ 90.00  
 Enclosed  
 Authorized to be charged to deposit account  
8. Deposit account number:  
(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.*  
Charles W. Grimes            3/7/02  
Name of Person Signing      Signature      Date

**TRADEMARK ASSIGNMENT**

AGREEMENT made as of November 11, 2002 between Hearst Communications, Inc., a Delaware corporation having its principal place of business at 959 Eighth Avenue, New York, New York 10019 ("Assignee"); and Mikasa Licensing, Inc., a Delaware corporation having its principal place of business at One Mikasa Drive, Secaucus, New Jersey 07096 ("Assignor").

WHEREAS, Assignor is the sole and exclusive owner of the HOME BEAUTIFUL trademark and the registrations therefore identified more fully in the attached Schedule A (the "Trademarks"), and further is the sole and exclusive owner of all business goodwill associated therewith; and

WHEREAS, Assignee desires to acquire Assignor's entire worldwide right, title, and interest in and to the Trademarks and all business goodwill associated therewith:

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that in consideration of the payment by Assignee to Assignor of the sum of one dollar (\$1.00) and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers unto Assignee its entire worldwide right, title and interest in and to the Trademarks, and the business goodwill associated therewith, including, without limitation, all renewals therefore, all proceeds therefrom (including, but not limited to, all license royalties and proceeds of infringement suits), the right to sue for past, present, and future infringements, and the goodwill of the business associated with and symbolized by the Trademarks.

IN WITNESS WHEREOF, this Assignment has been duly executed on the day and year first above written.

MIKASA LICENSING, INC

BY:           *Matt Petillo*          

TITLE           Vice President and Chief Financial          

DATE:           November 11, 2002          

Sworn and subscribed to before me  
this 11th day of November 2002.

          *Elaine J. Matraxia*            
Notary Public

**ELAINE J. MATRAXIA**  
**NOTARY PUBLIC OF NEW JERSEY**  
**Commission Expires 9/23/2004**

**SCHEDULE A**

<b><u>Mark</u></b>	<b><u>Registration No.</u></b>	<b><u>Int. Class</u></b>	<b><u>Country</u></b>	<b><u>Registration Date</u></b>
HOME BEAUTIFUL (stylized)	1954220	21	United States	February 6, 1996
HOME BEAUTIFUL (stylized)	1350331	21	United States	July 23, 1985
HOME BEAUTIFUL	1739722	14, 20	United States	December 15, 1992
HOME BEAUTIFUL	1602786	21	Argentina	May 31, 1996
HOME BEAUTIFUL (stylized)	470323	21	Australia	August 5, 1987
HOME BEAUTIFUL	621962	20	Australia	July 1, 1996
HOME BEAUTIFUL	420393	21	Benelux	February 25, 1986
HOME BEAUTIFUL	817703721	20	Brazil	September 9, 1997
HOME BEAUTIFUL	438581	14	Canada	January 27, 1995
HOME BEAUTIFUL	340063	21, 8	Canada	May 6, 1998
HOME BEAUTIFUL	879365	21	China	October 7, 1996
HOME BEAUTIFUL	153203	21	Columbia	March 30, 1994
HOME BEAUTIFUL	B33478	21	Cyprus, Republic of	December 10, 1990
HOME BEAUTIFUL	166800	21	Czech Republic	March 3, 1986
HOME BEAUTIFUL	3414/1988	21	Denmark	September 30, 1988

HOME BEAUTIFUL	102,597	21	Finland	November 21, 1988
HOME BEAUTIFUL	1363412	21	France	March 4, 1986
HOME BEAUTIFUL	2063781	21, 14, 20	Germany	April 5, 1993
HOME BEAUTIFUL	101972	21	Greece	December 10, 1990
HOME BEAUTIFUL	B1481/95	21	Hong Kong	August 4, 1995
HOME BEAUTIFUL	125820	21	Hungary	March 11, 1986
HOME BEAUTIFUL	270828	21	Indonesia	January 25, 1992
HOME BEAUTIFUL	120824	21	Ireland	March 4, 1987
HOME BEAUTIFUL	543236	21	Italy	April 11, 1991
HOME BEAUTIFUL	3130184	14	Japan	March 29, 1996
HOME BEAUTIFUL	1809644	8, 21 (local 19)	Japan	March 27, 1986
HOME BEAUTIFUL	280853	21	Korea, Republic of	December 6, 1993
HOME BEAUTIFUL	20144	21	Malta	December 4, 1990
HOME BEAUTIFUL	392043	21	Mexico	March 5, 1991
HOME BEAUTIFUL	372669	21	Mexico	February 14, 1990
HOME BEAUTIFUL	B211127	21	New Zealand	July 1, 1991
HOME BEAUTIFUL	66949	21	Panama	March 16, 1995
HOME BEAUTIFUL	95283	21	Peru	January 23, 1987

HOME BEAUTIFUL	101956	21	Poland	February 11, 1994
HOME BEAUTIFUL	275497	21	Portugal	June 14, 1993
HOME BEAUTIFUL	43206	21	Puerto Rico	June 3, 1998
HOME BEAUTIFUL	166800	21	Slovakia	March 3, 1996
HOME BEAUTIFUL	8680163	21	Slovenia	December 17, 1997
HOME BEAUTIFUL	B84/3693	21	South Africa	April 19, 1994
HOME BEAUTIFUL	351853	21	Switzerland	January 14, 1987
HOME BEAUTIFUL	491921	20 (Local Class 60)	Taiwan	July 15, 1990
HOME BEAUTIFUL	505589	21 (Local Class 67)	Taiwan	November 15, 1990
HOME BEAUTIFUL	KOR39911	21	Thailand	January 25, 1994
HOME BEAUTIFUL	124861	21	Turkey	January 11, 1991
HOME BEAUTIFUL	F-164701	21	Venezuela	August 19, 1994
HOME BEAUTIFUL	F164700	21	Venezuela	August 19, 1994
HOME BEAUTIFUL	30741	21	Yugoslavia	December 21, 1987