

05-08-2003

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Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings



U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

102443526

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

1. Name of conveying party(ies):

N.W. Ayer & Son, Incorporated

- 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: JAAW, LLC

Internal

Address:

Street Address: 79 Madison Avenue

City: New York State: NY Zip: 10016

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

Other New York Limited Liability Co.

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: April 1, 2003

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

A. Trademark Application No.(s) 2532905

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: Caroline E. Demirs, Esq.

Internal Address: Kronish Lieb Weiner & Hellman, LLP

Street Address: 1114 Avenue of the Americas

City: New York State: NY Zip: 10056

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41): \$ 40.00

- 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.

Caroline E. Demirs

Name of Person Signing

Signature

May 7, 2003

Date

Total number of pages including cover sheet, attachments, and document: 4

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

05/08/2003 670N11 00000150 2532905

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TRADEMARK REEL: 002727 FRAME: 0620

## ASSIGNMENT

**WHEREAS**, N.W. AYER & SON, INCORPORATED., a corporation of the State of Delaware located at 825 Eighth Avenue, New York, New York 10019 (hereinafter "Assignor"), is the owner of the mark listed in the attached Schedule "A", which is registered in the United States Patent and Trademark Office (hereinafter "Mark"):

**WHEREAS**, JAAW, LLC, a limited liability company of the State of New York with its principal place of business at 79 Madison Avenue, New York, New York 10016 (hereinafter "Assignee"), is desirous of acquiring said Mark and said registration thereof.

**THEREFORE**, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Mark, together with the goodwill of the business symbolized by the Mark, and the application and registration thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said Mark or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed effective as of the 1st day of April, 2003.

N.W. AYER & SON, INCORPORATED

JAAW, LLC

Craig Brown  
Name:  
Title:

Margy Lou Quil  
Name:  
Title:

SCHEDULE "A"

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
JUST ASK A WOMAN	2,532,905	January 22, 2002

Direct Dial: 212-479-6609  
E-mail: cdemirs@kronishlieb.com

May 7, 2003

Commissioner of Patents and Trademarks  
Assignment Division  
1213 Jefferson David Highway  
Suite 300  
Arlington, Virginia 22202

RECEIVED OPR  
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ASSIGNMENTS DIV

Re: Assignment Recordation

To the Honorable Commissioner of Patents and Trademarks:

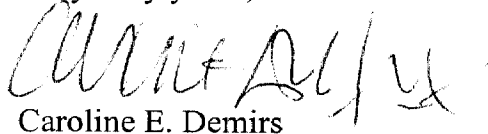
Enclosed please find the following:

1. An Assignment Agreement, together with one Recordation Form Cover Sheet; and
2. A check in the amount of \$40.00 to cover the fee for recordation of the Assignment Agreement.

Please record the Assignment Agreement. Please acknowledge your receipt of this letter and the accompanying materials by stamping the enclosed copy of this letter and returning it in the enclosed self-addressed and prepaid envelope.

If you should have any questions, please do not hesitate to contact me at 212-479-6609.

Very truly yours,

  
Caroline E. Demirs

cc: Paul M. Ritter, Esq.

1114 Avenue of the Americas, New York, NY 10036-7798

Phone: (212) 479-6000 • Fax: (212) 479-6275

RECORDED: 05/08/2003

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