

05-19-2003

Form PTO-2594
(Rev. 03-01)
OMS No. 055140127 (exp. 5/31/2002)
Tax settings



102451195

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): 4-23-03
1-800Birthday.com, 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: Brian Jersey
Internal Address: 49 Colony Road
Street Address: _____
City: Westport State: CT Zip: 06880
 Individual(s) of citizenship: United States
 Association
 General Partnership
 Limited Partnership
 Corporation-State
 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: March 24, 2003

4. Application number(s) or registration number(s):
A. Trademark Application No (s) _____
B. Trademark Registration No (s) 2,656,867
Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 1

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Mitchell E. Radin
Internal Address: COWAN, DEBAETS, ABRAHAMS & SHEPPARD LLP
Street Address: 41 Madison Avenue, 34th Floor
City: New York State: NY Zip: 10010

7. Total fee (37 CFR 3.41): \$ 40.00
 Enclosed
 Authorized to be charged to deposit account
8. Deposit account number: _____
3 2003

DO NOT USE THIS SPACE

9. Signature:
Mitchell E. Radin *Mitchell E. Radin* April 22, 2003
Name of Person Signing Signature Date
Total number of pages including cover sheet, attachments, and documents: 2

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

05/16/2003 TDIAZ1 00000014 2656867
01 FC:8521 40.00 OP

TRADEMARK
REEL: 002734 FRAME: 0720

ASSIGNMENT

THIS ASSIGNMENT, effective the 24th day of March 2003, made and entered into by 1-800Birthday.com, Inc., ("Assignor") and Brian Jersey, a U.S. citizen, residing at 49 Colony Road, Westport, Connecticut 06880 ("Assignee").

WITNESSETH:

Now, Therefore, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee any and all right, title and interest in and to the service mark **GIFT GIVING MADE EASY** for "mail order services featuring a wide variety of gifts such as jewelry, food, flowers, toys, clothing, electronics, historic newspapers, gift baskets, balloons, beverages, cigars, gag gifts, gifts for newborns, books, music and sports equipment; reminder services in the area of upcoming important dates and events; virtual online birthdays and other parties" ("Mark") and the service mark registration in the United States Patent and Trademark Office for the service mark **GIFT GIVING MADE EASY** (Registration Number 2,656,867) ("Registration"), together with the goodwill of the business symbolized by the Mark, including, but not limited to, the use of the Mark, all benefit of any and all prior use of the Mark, and any and all rights to initiate claims or proceeding for past, present or future infringements of Assignor's rights, title and interest to the Mark and all rights to damages or profits, due or accrued, arising out of past infringement of the Mark or injury to said goodwill.

1-800BIRTHDAY.COM, INC.

By: _____

Name: Niles Cohen

Title: Vice President