

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
IDEAVILLAGE, LLC		12/04/2002	Limited Liability Company: NEW JERSEY

RECEIVING PARTY DATA	
Name:	Singer N.V.
Street Address:	De Ruyterkade 62
City:	Curacao
State/Country:	NETHERLANDS ANTILLES
Entity Type:	CORPORATION: NETHERLANDS ANTILLES

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	78124142	HANDY STITCH

CORRESPONDENCE DATA	
Fax Number:	(212)387-0167
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	jstelling@tmcounselors.com
Correspondent Name:	Trademark & Patent Counselors of America
Address Line 1:	915 Broadway, 19th Floor
Address Line 4:	New York, NEW YORK 10010

ATTORNEY DOCKET NUMBER:	1056.0810
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DOMESTIC REPRESENTATIVE	
Name:	Mark I. Peroff
Address Line 1:	915 Broadway, 19th Floor
Address Line 4:	New York, NEW YORK 10010

NAME OF SUBMITTER:	Jacqueline M. Stelling
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Total Attachments: 2	TRADEMARK
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ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective as of the 4th day of December 2002 by and between SINGER N.V. ("Singer") and IDEAVILLAGE, LLC ("Ideavillage").

WHEREAS, Ideavillage, a limited liability company organized and existing under the laws of the state of New Jersey, with a place of business located at 21 Law Drive, Fairfield, New Jersey, is the record owner of the pending federal trademark Application No. 78/124,142 for HANDY STITCH for *hand-held battery operated mending, stitching and sewing devices, and sewing kits containing pins, needles, thimbles, thread, and cushions for pins, all sold together as a unit*; and


WHEREAS, Singer, a corporation organized under the laws of the Netherlands Antilles, with a principle place of business located at De Ruyterkade 62, Curacao, Netherlands Antilles is desirous of acquiring, all of Ideavillage's right, title and interest in and to the HANDY STITCH trademark and any associated goodwill; and

WHEREAS, Ideavillage has agreed to assign to Singer its entire right, title and interest in and to the HANDY STITCH trademark and the related goodwill; and

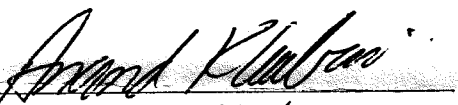
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged by Ideavillage, effective as of the date first written above, Ideavillage does hereby assign and transfer unto Singer, its entire right, title and interest in and to the HANDY STITCH Trademark in the United States of America, for all goods and services of every and any kind, including but not limited to "*hand-held battery operated mending, stitching and sewing devices, and sewing kits containing pins, needles, thimbles, thread, and cushions for pins, all sold together as a unit*", together with U.S. Trademark Application No. 78/124,142 therefor, and the goodwill of the business symbolized by and associated with the HANDY STITCH Trademark, including all common law rights therein and the right to sue for past and future infringement thereof.

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment as of
the date first written above.

SINGER N.V.

By: 
Name: JOHN PETER CANNON
Title: V.P. - TREASURER

IDEAVILLAGE, LLC

By: 
Name: Anand Khubani
Title: president

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