

08-20-2003



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

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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): 8-18-03

After Five, Inc.

- Individual(s) Association General Partnership Limited Partnership Corporation-State Kentucky Other

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 8/14/2003

2. Name and address of receiving party(ies)

Name: Sky High Promotions, Inc.

Internal

Address:

Street Address: P. O. Box 35546

City: Louisville State: KY Zip: 40232

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

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

A. Trademark Application No.(s) 78/163,857

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: David W. Nagle, Jr.

Internal Address: Stites & Harbison

Suite 1800

Street Address: 400 West Market Street

City: Louisville State: KY Zip: 40202

6. Total number of applications and registrations involved:



7. Total fee (37 CFR 3.41).....\$ 1

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

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DO NOT USE THIS SPACE

9. Signature.

David W. Nagle, Jr.

Name of Person Signing

Signature (Handwritten)

Date: 8/15/03

Total number of pages including cover sheet, attachments, and document: 2

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

TRADEMARK REEL: 002805 FRAME: 0273

TRADEMARK ASSIGNMENT

WHEREAS, After Five, Inc., a Kentucky corporation with a principal mailing address of P. O. Box 35546, Louisville, Kentucky 40232 ("Assignor"), owns and has a *bona fide* intent to use the mark ELF OUTLET ("the Mark") in connection with the following services: retail store services featuring holiday items;

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the mark in commerce in connection with the above-described services, namely Application Serial No. 78/163,857 filed on September 13, 2002; and

WHEREAS, Sky High Promotions, Inc a Kentucky corporation with a principal mailing address of P. O. Box 35546, Louisville, Kentucky 40232 ("Assignee"), is the successor in business to Assignor in relation to the transaction of business under this Mark and desires to acquire an assignment of the above-referenced application for registration of the Mark, together with the goodwill of the business symbolized by the Mark; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the Mark and the pending application for registration, including the goodwill symbolized by the Mark.

After Five, Inc.

By: 

Glenn A. Lewis, President

Subscribed and sworn to me on behalf of After Five, Inc. by Glenn A. Lewis, President, this 14th day of August 2003.

My commission expires: MARCH 10, 2006


Notary Public

1000 Lakeside Drive
Suite 200
Alexandria, VA 22304
571-831-1100
www.stites.com

August 15, 2003

Memorie Stofferahn
502-681-0314
mstofferahn@stites.com

Mail Stop ASSIGNMENT RECORDATION SERVICES
Director of the U. S. Patent and Trademark Office
P. O. Box 1450
Alexandria, Virginia 22313-1450

RE: Trademark Assignment
Application Serial No. 78/163,857

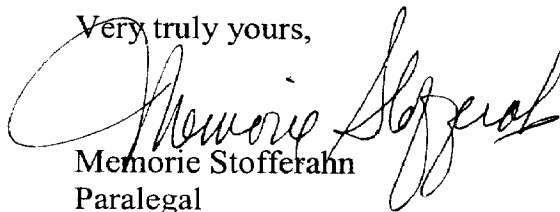
Dear Commissioner:

In relation to the above referenced, enclosed are the following:

1. Recordation Form Cover Sheet;
2. Trademark Assignment,
3. Check payable to your order in the amount of \$40.00; and
4. Return receipt postcard.

Please contact this office should you need anything further.

Very truly yours,



Memorie Stofferahn
Paralegal

Enclosures

cc: Glenn Lewis