

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
DX Design Express, Inc.		10/23/2003	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	Lifetime Hoan Corporation
Street Address:	One Merrick Avenue
City:	Westbury
State/Country:	NEW YORK
Postal Code:	11590
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2177074	:USE
Registration Number:	2219156	:USE TOOLS FOR CIVILIZATION

CORRESPONDENCE DATA	
Fax Number:	(212)704-6288
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2127046000
Email:	kzielaznicki@jenkens.com
Correspondent Name:	Karl M. Zielaznicki
Address Line 1:	405 Lexington Avenue
Address Line 2:	The Chrysler Building
Address Line 4:	New York, NEW YORK 10174

ATTORNEY DOCKET NUMBER:	56464.00524
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NAME OF SUBMITTER:	Karl M. Zielaznicki
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Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

Marks: See Attachment A.

This Assignment, effective as of October 23, 2003, by DX DESIGN EXPRESS, INC., a New York corporation with offices located at 20 North Avenue, Larchmont, NY 10538 ("Assignor"), which has adopted, used and is using the marks listed on Attachment A (the "Marks") registered, or for which applications to register have been filed, in the United States Patent and Trademark Office, to LIFETIME HOAN CORPORATION, a Delaware corporation with offices located at One Merrick Avenue, Westbury, NY 11590 ("Assignee"), which is desirous of acquiring the Marks and the registrations thereof:

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement dated the 23rd day of October, 2003 pursuant to which Assignor has agreed to sell, convey, assign, transfer and deliver to Assignee all of its rights, title and interest in the Marks, all goodwill associated with the Marks and the portion of Assignor's business related to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, titles and interests in and to the Marks, all applications and registrations therefor, all rights to prosecute all such applications and maintain such registrations, the portion of Assignor's business related to the Marks and the good will of the business symbolized by the Marks.

The Director of the U.S. Patent and Trademark Office is requested to record this Assignment.

Date: October 23, 2003

ASSIGNOR: DX DESIGN EXPRESS, INC.

By: 

Name: Robert Sonneman

Title: President

Schedule 5.15
Patents and Trademarks:

:USE trademark registration certificate
Registered Jan. 19, 1999
Reg. No. 2,219,156

Filed: U.S. Design Patent Application
Serial No.: 29/183,728
File dated: June 17th, 2003
Title: CYLINDER SOAP PUMP DISPENSER

:USE Trademark registration certificate
Registered July 28, 1998
Reg. No. 2,177,074