

TRADEMARK ASSIGNMENT

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**04/23/2004
 900007424**

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Robert Marx		04/07/2004	INDIVIDUAL:

RECEIVING PARTY DATA

Name:	Seymour Adler
Street Address:	2300 Olinville Avenue
Internal Address:	Apt. 10A
City:	New York
State/Country:	NEW YORK
Postal Code:	10467-7817
Entity Type:	INDIVIDUAL:

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	76377016	BASIC INSTINCT


CORRESPONDENCE DATA

Fax Number: (212)935-5728
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (212) 935-5700
 Email: email@colucci-umans.com

Correspondent Name: Frank J. Colucci
 Address Line 1: 101 East 52nd Street
 Address Line 2: Colucci & Umans
 Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	D69-340
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NAME OF SUBMITTER:	Rich Jacobson 
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Total Attachments: 1
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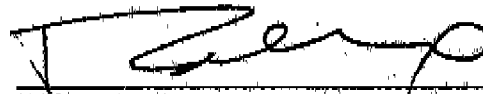
ASSIGNMENT

WHEREAS, Robert Marx, an individual residing at 1235 Benedict Cañon Drive, Beverly Hills, California 90210 ("Marx"), has adopted, used, and is using and is the owner of Application Serial No. 76/377,016 to register the trademark BASIC INSTINCT (the "BASIC INSTINCT Mark") for "soaps, namely hand soaps, facial soaps and body soaps, and lotions, namely skin lotions, facial lotions and body lotions" in International Class 3, and "candles" in International Class 4, currently pending in the United States Patent and Trademark Office ("USPTO");

WHEREAS, Seymour Adler, an individual, residing at 2300 Olinville Avenue, New York, New York 10467-7817 ("ADLER"), is desirous of acquiring the BASIC INSTINCT Mark and the application therefor.

NOW, THEREFORE, in consideration of the above Recitals, which are incorporated herein by this reference, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, MARX hereby assigns to ADLER all right, title and interest in and to the BASIC INSTINCT Mark and the application therefor, together with the goodwill of the business symbolized by the trademark and said application to register said trademark.

Dated: April 7th, 2004



Robert Marx

Sworn to before me this
7th day of April, 2004.


Notary Public

