

Form PTO-1594  
(rev 3/1)

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

U. S. Department of Commerce  
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):

**Lifestyle Brands, Ltd.  
730 Fifth Avenue  
New York, NY 10019**

- Individual(s)       Association
- General Partnership
- Limited Partnership
- Corporation – **Delaware**
- Other

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

2. Name and Address of receiving party(ies)

**Sarah Coventry HPP, Inc.  
860A Waterman Avenue  
East Providence, RI 02914**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation – **Rhode Island**
- 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 – **Trademark Assignment**

Execution Date: **January 1, 2004**

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

A. Trademark Application No(s).

Please see attached

B. Trademark Registration No(s).

Please see attached.

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

**Carole Aciman, Esq.  
SKADDEN, ARPS, SLATE, MEAGHER  
& FLOM LLP  
Four Times Square  
New York, New York 10036**

6. Total number of applications/registrations involved: 23

7. Total fee (37 CFR 3.41) **\$590**

All fees and any deficiencies are authorized to be charged to Deposit Account  
**(Our Ref. 057930/17)**

8. Deposit Account No. **19-2385**

DO NOT USE THIS SPACE

9. Statement and signature.

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

Carole Aciman

Name

*Carole Aciman*

Signature

May 6, 2004

Date

Total number of pages including cover sheet, attachments, and document: **45**

CH \$590.00 192385 78098103

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## CONTINUATION OF ITEM 4. Trademark Application and Registration Numbers

A. Trademark Application No(s).	B. Trademark Registration No(s).
78098103	777377
76402534	777378
76402158	2647004
76402482	636452
76402017	1503021
76402014	1491870
76360590	1492152
78098100	1492548
76384771	788735
76495973	
76402472	
76402047	
76402013	
76402471	

**EXHIBIT D****TRADEMARK ASSIGNMENT**

WHEREAS, LIFESTYLE BRANDS, LTD., a Delaware corporation, located and doing business at 730 Fifth Avenue, New York, New York 10019 (hereinafter "Assignor"), is the sole and exclusive owner of the trademark properties set forth on the attached Exhibit A (hereinafter the "Marks"); and

WHEREAS, SARAH COVENTRY HPP, INC., a Rhode Island corporation, located and doing business at 860A Waterman Avenue, East Providence, Rhode Island 02914 (hereinafter "Assignee"), is desirous of acquiring the Marks and the registrations therefor;

NOW, THEREFORE, in consideration of One Dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does sell, assign, transfer and set over unto Assignee the entire right, title and interest in, to and under the Marks and the registrations therefor, together with the good will of the business in connection with which the Marks are used.

Dated: January 1, 2004

LIFESTYLE BRANDS, LTD.

By: *Ray Vaiden*

Title:

**Exhibit A**  
**ASSIGNED TRADEMARK AND DOMAIN NAME PROPERTIES**

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**Trademark List**

Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
BUTTERFLY DESIGN	96011313/ Austria	AM1111/98 24-Feb-1998		175660 12-May-1998	Registered 12-May-2008
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	
BUTTERFLY DESIGN	SC8900017/ Canada	645776 29-Nov-1989		425457 25-Mar-1994	Registered 25-Mar-2009
	<i>Class(es):</i> 8, 9, 14, 18, 25 <i>Division:</i> <i>Agent Name:</i> FETHERSTONHAUGH & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	
BUTTERFLY DESIGN	SC9100023/ Canada	684389 19-Jun-1991		425892 08-Apr-1994	Registered 08-Apr-2009
	<i>Class(es):</i> 03, 18, 21 <i>Division:</i> <i>Agent Name:</i> FETHERSTONHAUGH & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	
BUTTERFLY DESIGN	SC9200012/ Canada	710181 04-Aug-1992		472,803 24-Nov-1993	Registered
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> FETHERSTONHAUGH & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	

### Trademark List

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
BUTTERFLY DESIGN	SC95000325/ Canada	1102608 11-May-2001	1102608 29-Oct-2002		Published
	<i>Class(es):</i> 25 <i>Division:</i> <i>Agent Name:</i> FETHERSTONHAUGH & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i> 28856-7		
BUTTERFLY DESIGN	SC9500013/ Czech Republic	9382127 24-Aug-1993		182138 05-Jan-1995	Registered 24-Aug-2013
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> LOVELL - PRAGUE <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		
BUTTERFLY DESIGN	SC9500011/ Hong Kong	10231/1993 27-Sep-1993	18-Aug-2000	15324/2000 27-Sep-1993	Registered 27-Sep-2014
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		
BUTTERFLY DESIGN	9500252/ Ireland	92/4621 22-Aug-1992		155861 22-Aug-1992	Registered 28-Aug-2009
	<i>Class(es):</i> 26 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		

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BUTTERFLY DESIGN	9500253/ Ireland	92/4620 28-Aug-1992		155860 28-Aug-1992	Registered 28-Aug-2009
	<i>Class(es):</i> 9 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.				
BUTTERFLY DESIGN	SC9100020/ Ireland	91/0104 08-Jan-1991		143928 09-Nov-1993	Registered 08-Jan-2012
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.				
BUTTERFLY DESIGN	SC9100004/ Japan	02-139382 14-Dec-1990		2519072 31-Mar-1993	Registered 31-Mar-2013
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> TOKYO AOYAMA AOKI LAW OFFICE/BAKER & MCKENZIE <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.				
BUTTERFLY DESIGN	SC9100005/ Japan	02-139383 14-Dec-1990		2565039 31-Aug-1993	Registered 31-Aug-2013
	<i>Class(es):</i> 09, 14 <i>Division:</i> <i>Agent Name:</i> TOKYO AOYAMA AOKI LAW OFFICE/BAKER & MCKENZIE <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.				

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
BUTTERFLY DESIGN	9500141/ Korea, Republic of	94-18632 11-May-1994		319517 09-Aug-1995	Registered 09-Aug-2005
	<i>Class(es):</i> 03, 08 <i>Division:</i> <i>Agent Name:</i> KIM & CHANG <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i> 94-TPLA-0290/PK		
BUTTERFLY DESIGN	SC9400013/ Mexico	201,929 13-Jun-1994		470195 18-Aug-1994	Registered 13-Jun-2004
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> GOODRICH, RIQUELME & ASSOCIATES <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		
BUTTERFLY DESIGN	SC9200003/ Poland	Z-110,991 29-Jun-1992		R-89 268 15-Apr-1996	Registered 29-Jun-2012
	<i>Class(es):</i> 8, 9, 14, 18, 20, 21 <i>Division:</i> <i>Agent Name:</i> SOLTYSINSKI, KAWECKI & SZLEZAK <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		
BUTTERFLY DESIGN	SC9500018/ Slovakia	POZ 1510-93 27-Aug-1993		173068 05-Dec-1994	Registered 27-Aug-2013
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> LOVELL - PRAGUE <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
BUTTERFLY DESIGN	SC9500003/ South Africa <i>Class(es):</i> 26 <i>Division:</i> <i>Agent Name:</i> SPOOR & FISHER - PRETORIA <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	93/11241 26-Nov-1993	93/11241 12-Jan-1996 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i> A95,818/VW	93/11241 12-Jan-1996	Registered 26-Nov-2013
BUTTERFLY DESIGN	SC9500004/ South Africa <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPOOR & FISHER - PRETORIA <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	93/11240 26-Nov-1993	93/11240 12-Jan-1996 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i> A95,818/VW	93/11240 12-Jan-1996	Registered 26-Nov-2013
BUTTERFLY DESIGN	96011314/ Switzerland <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> E. BLUM & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	01334/1998 19-Feb-1998	453445 28-Jul-1998 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	453445 28-Jul-1998	Registered 19-Feb-2008
BUTTERFLY DESIGN	9500193/ Taiwan <i>Class(es):</i> 8 <i>Division:</i> <i>Agent Name:</i> UNION PATENT SERVICE CENTER <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	83-40468 01-Apr-1995	676526 01-Apr-1995 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i> TF 83502	676526 01-Apr-1995	Registered 01-Apr-2005

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
BUTTERFLY DESIGN	SC9100015/ United Kingdom <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> PLAYBOY PREFERRED, INC.	07-Jan-1991		1451918 05-Feb-1993 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 07-Jan-2012
BUTTERFLY DESIGN	SC9200009/ United Kingdom <i>Class(es):</i> 26 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	26-Aug-1992		1511684 17-Dec-1993 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 26-Aug-2009
BUTTERFLY DESIGN	SC9200010/ United Kingdom <i>Class(es):</i> 9 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	1511683 26-Aug-1992		1511683 18-Nov-1993 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 26-Aug-2009
POVENTRY	SC8800009/ Aruba <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> NEDERLANDSCH OCTROOIBUREAU <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	51.923		11987 01-Jan-1986 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 31-Dec-2005

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
COVENTRY	SC8800034/ Bahamas  <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			6824 12-Aug-1985  <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 12-Aug-2013
COVENTRY	SC8800035/ Bahamas  <i>Class(es):</i> 03 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			7181 31-May-1986  <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 30-May-2014
COVENTRY	SC8800042/ Benelux  <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> NEDERLANDSCH OCTROOIBUREAU <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	700.103 10-Jul-1987		433858 10-Jul-1987  <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 10-Jul-2007
COVENTRY	SC8800058/ Canada  <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> FETHERSTONHAUGH & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	294607 25-Jan-1966		148434 09-Dec-1981  <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 09-Dec-2011

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
COVENTRY	SC8800071/ Chile <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SARGENT & KRAHN <i>Owner Name:</i> SARAH COVENTRY, INCORPORATED	94.757 25-Jun-1987		323.261 23-Sep-1987 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 23-Sep-2007
COVENTRY	SC8800099/ Iceland <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SIGURJONSSON & THOR <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	603.1987 04-Nov-1987		125.1988 11-Apr-1988 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 11-Apr-2008
COVENTRY	SC8800126/ Montserrat <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	12-Jul-1972		695 12-Jul-1972 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 12-Jul-2014
COVENTRY	SC8800132/ Montserrat <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	12-Aug-1971		637 12-Aug-1971 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 12-Aug-2013

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COVENTRY	SC9500008/ South Africa <i>Class(es):</i> 9 <i>Division:</i> <i>Agent Name:</i> SPOOR & FISHER - PRETORIA <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	B93/10965 19-Nov-1993	B93/10965 08-Jan-1996 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i> A95,759/VW	B93/10965 08-Jan-1996	Registered 19-Nov-2013
COVENTRY	SC8800187/ United States of America <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	72-190342 06-Apr-1964	777377 22-Sep-1964 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	777377 22-Sep-1964	Registered 22-Sep-2004
COVENTRY	SC95000329/ United States of America <i>Class(es):</i> 18 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	78/098103 13-Dec-2001	17-Sep-2002 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		Published
COVENTRY AND EAGLE	SC95000339/ United States of America <i>Class(es):</i> 18 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	76/402534 01-May-2002	14-Oct-2003 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		Published

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COVENTRY AND EAGLE	SC95000341/ United States of America <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	76/402158 01-May-2002	14-Oct-2003		Published
COVENTRY EAGLE LOGO	SC95000337/ Canada <i>Class(es):</i> 25 <i>Division:</i> <i>Agent Name:</i> FETHERSTONHAUGH & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	1139482 02-May-2002	1139482 18-Dec-2002		Published
COVENTRY U.S.A.	SC95000334/ United States of America <i>Class(es):</i> 25 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	76/402482 01-May-2002	12-Nov-2002		Published
COVENTRY U.S.A.	SC95000342/ United States of America <i>Class(es):</i> 18 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	76/402017 01-May-2002	04-Nov-2003		Published

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
COVENTRY U.S.A.	SC95000345/ United States of America <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	76/402014 01-May-2002	23-Sep-2003 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		Published
COVENTRY WITH EAGLE LOGO	SC95000330/ United States of America <i>Class(es):</i> 9 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	76/360590 18-Jan-2002	03-Sep-2002 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		Published
FASHION CHANGES, STYLE DOESN'T	9500206/ Canada <i>Class(es):</i> 9 <i>Division:</i> <i>Agent Name:</i> FETHERSTONHAUGH & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	786519 04-Jul-1995	06-Mar-1996 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i> 28856-3	502527 20-Oct-1998	Registered 20-Oct-2013
FASHION CHANGES, STYLE DOESN'T	SC9500014/ Czech Republic <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> LOVELL - PRAGUE <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	9380787 22-Jun-1993		181576 08-Dec-1994 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 22-Jun-2013

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
FASHION CHANGES, STYLE DOESN'T	SC9300014/ Ireland <i>Class(es):</i> 9 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	92/4686 02-Sep-1992		151820 02-Sep-1992 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 02-Sep-2009
FASHION CHANGES, STYLE DOESN'T	SC9300016/ Ireland <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	92/4687 02-Sep-1992		151821 02-Sep-1992 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 02-Sep-2009
FASHION CHANGES, STYLE DOESN'T	SC9300017/ Ireland <i>Class(es):</i> 26 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	92/4689 02-Sep-1992		151822 02-Sep-1992 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 02-Sep-2009
FASHION CHANGES, STYLE DOESN'T	SC9400014/ Mexico <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> GOODRICH, RIQUELME & ASSOCIATES <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	201,931 13-Jun-1994		470196 18-Aug-1994 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 13-Jun-2004

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
FASHION CHANGES, STYLE DOESN'T	SC9300010/ Namibia <i>Class(es):</i> 14 <i>Division:</i>	92/0876 01-Sep-1992	30-Jul-1996	92/0876 01-Sep-2002	Registered 01-Sep-2012
	<i>Agent Name:</i> SPOOR & FISHER - PRETORIA <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		
FASHION CHANGES, STYLE DOESN'T	SC9500016/ Slovakia <i>Class(es):</i> 14 <i>Division:</i>	POZ 1508-93 27-Aug-1993		173069 05-Dec-1994	Registered 27-Aug-2013
	<i>Agent Name:</i> LOVELL - PRAGUE <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		
FASHION CHANGES, STYLE DOESN'T	9500125/ South Africa <i>Class(es):</i> 9 <i>Division:</i>	93/10963 19-Nov-1993		93/10963 19-Nov-1993	Registered 19-Nov-2013
	<i>Agent Name:</i> SPOOR & FISHER - PRETORIA <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		
FASHION CHANGES, STYLE DOESN'T	SC9400002/ South Africa <i>Class(es):</i> 26 <i>Division:</i>	93/11244 26-Nov-1993		93/11244 26-Nov-1996	Registered 26-Nov-2013
	<i>Agent Name:</i> SPOOR & FISHER - PRETORIA <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		

TRADEMARK

REEL: 002848 FRAME: 0952



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## Trademark List

Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
FASHION CHANGES, STYLE DOESN'T	SC9400016/ South Africa <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPOOR & FISHER - PRETORIA <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	92/7233 28-Aug-1992		92/7233 28-Aug-1992	Registered 28-Aug-2012
FASHION CHANGES, STYLE DOESN'T	SC9300003/ Zambia <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPOOR AND FISHER - JERSEY <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	284/92 15-Sep-1992		284/92 25-Nov-1998	Registered 15-Sep-2014
FASHION CHANGES, STYLE DOESN'T	SC9400005/ Zimbabwe <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPOOR AND FISHER - JERSEY <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	B946/92 03-Sep-1992		B946/92 10-Jan-1994	Registered 03-Sep-2012
MAGES	96011774/ Canada <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> LIFESTYLE BRANDS, LTD.	898714 07-Dec-1998			Abandoned

TRADEMARK

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
IMAGES BY/PAR SARAH COVENTRY	96011476/ Canada	834097 20-Jan-1997		TMA491515 17-Mar-1998	Registered 17-Mar-2013
	<i>Class(es):</i> 14 <i>Division:</i>				
	<i>Agent Name:</i> FETHERSTONHAUGH & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	
LADY COVENTRY	SC880075/ Denmark			077767 10-Mar-1987	Registered 10-Mar-2007
	<i>Class(es):</i> 14 <i>Division:</i>				
	<i>Agent Name:</i> BUDDER, SCHOU & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	
LADY COVENTRY	SC8800100/ Iceland	605/1987 04-Nov-1987		358/1989 08-Jun-1989	Registered 08-Jun-2009
	<i>Class(es):</i> 14 <i>Division:</i>				
	<i>Agent Name:</i> SIGURJONSSON & THOR <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	
LIFESTYLE BRANDS, LTD.	960078/ China	94102010		871486 14-Sep-1996	Registered 14-Sep-2006
	<i>Class(es):</i> 14 <i>Division:</i>				
	<i>Agent Name:</i> BAKER & MCKENZIE - HONG KONG <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	

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Thursday, January 29, 2004

Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
LORD COVENTRY	SC8800076/ Denmark  <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> BUDDE, SCHOU & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	604/1987 04-Nov-1987	776/67 10-Mar-1987  <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 10-Mar-2007	
LORD COVENTRY	SC8800101/ Iceland  <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SIGURJONSSON & THOR <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	604/1987 04-Nov-1987	357/1989 08-Jun-1989  <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 08-Jun-2009	
LORD COVENTRY & DESIGN	SC8800057/ Canada  <i>Class(es):</i> 18 <i>Division:</i> <i>Agent Name:</i> FETHERSTONHAUGH & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	588943 30-Jul-1987	358985 28-Jul-1989  <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 28-Jul-2004	

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
S.C.	SC8800105/ Iceland	606/1987 04-Nov-1987		359/1989 08-Jun-1989	Registered 08-Jun-2009
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SIGURJONSSON & THOR <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	
SARAH	SC8800010/ Aruba	51,924		11988 01-Jan-1986	Registered 31-Dec-2005
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> NEDERLANDSCH OCTROOIBUREAU <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	
SARAH	SC8800024/ Australia			235172 22-Dec-1969	Registered 22-Dec-2004
	<i>Class(es):</i> 25 <i>Division:</i> <i>Agent Name:</i> SPRUSON & FERGUSON <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	
SARAH	SC9000006/ Australia			195914 14-Jul-1965	Registered 14-Jul-2010
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPRUSON & FERGUSON <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	

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Case Number/Subcase  
Trademark

SARAH

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Application Country Name Publication Number/Date Registration Number/Date Status Number/Date Next Renewal

SC8800026/  
Austria 07-Apr-1966  
*Class(es):* 14  
*Division:*  
*Agent Name:* LICHTENSTEIN, KORNER & PARTNER  
*Owner Name:* C. H. STUART, INC.

58,013 Registered  
05-Sep-2006

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

SARAH

SC8800037/  
Bahamas  
*Class(es):* 14  
*Division:*  
*Agent Name:* FRANK B. DEHN & CO.  
*Owner Name:* LIFESTYLE BRANDS, LTD.

6821 Registered  
12-Aug-1985

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

SARAH

SC8800038/  
Bahamas  
*Class(es):* 03  
*Division:*  
*Agent Name:* FRANK B. DEHN & CO.  
*Owner Name:* LIFESTYLE BRANDS, LTD.

7178 Registered  
31-May-1986

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

SARAH

SC8800043/  
Benelux  
*Class(es):* 14  
*Division:*  
*Agent Name:* NEDERLANDSCH OCTROOIBUREAU  
*Owner Name:* LIFESTYLE BRANDS, LTD.

700,104 Registered  
10-Jul-1987

433859 Registered  
10-Jul-2007

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

TRADEMARK

REEL: 002848 FRAME: 0957

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Thursday, January 29, 2004

Case Number/Subcase Trademark SARAH

Application Country Name SC8800072/ Chile

Publication Number/Date 94.758 25-Jun-1987

Registration Number/Date

Status Number/Date 323.259 23-Sep-1987

Next Renewal Registered 23-Sep-2007

*Class(es):* 14  
*Division:*  
*Agent Name:* SARGENT & KRAHN  
*Owner Name:* SARAH COVENTRY, INCORPORATED

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

SARAH

Application Country Name SC9500019/ China

Publication Number/Date 94102010 08-Oct-1994

Registration Number/Date

Status Number/Date 871486 14-Sep-1996

Next Renewal Registered 14-Sep-2006

*Class(es):* 14  
*Division:*  
*Agent Name:* BAKER & MCKENZIE - HONG KONG  
*Owner Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

SARAH

Application Country Name SC8800078/ Denmark

Publication Number/Date 01-Jun-1966

Registration Number/Date

Status Number/Date 3279/66 09-Dec-1966

Next Renewal Registered 09-Dec-2006

*Class(es):* 14  
*Division:*  
*Agent Name:* BUDDE, SCHOU & CO.  
*Owner Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

SARAH

Application Country Name 96011800/ Germany

Publication Number/Date 39911738.5 01-Mar-1999

Registration Number/Date

Status Number/Date 39911738 10-Aug-1999

Next Renewal Registered 01-Mar-2009

*Class(es):* 14, 26  
*Division:*  
*Agent Name:* LICHTENSTEIN, KORNER & PARTNER  
*Owner Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

**TRADEMARK**

REEL: 002848 FRAME: 0958

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Case Number/Subcase Trademark SARAH

Application Country Name SC8800048/  
Bermuda

Publication Number/Date

Registration Number/Date

Status Number/Date 996  
11-Jan-1987

Next Renewal Registered  
11-Jan-2015

*Class(es):* 14  
*Division:*  
*Agent Name:* FRANK B. DEHN & CO.  
*Owner Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

SARAH

Application Country Name SC8800049/  
Bermuda

Publication Number/Date

Registration Number/Date

Status Number/Date 6870  
05-Jul-1985

Next Renewal Registered  
05-Jul-2013

*Class(es):* 3  
*Division:*  
*Agent Name:* FRANK B. DEHN & CO.  
*Owner Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

SARAH

Application Country Name SC8800062/  
Canada

Publication Number/Date 294609  
25-Jan-1966

Registration Number/Date

Status Number/Date 147462  
07-Oct-1966

Next Renewal Registered  
07-Oct-1996

*Class(es):* 03, 14  
*Division:*  
*Agent Name:* FETHERSTONHAUGH & CO.  
*Owner Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

SARAH

Application Country Name SC8800063/  
Canada

Publication Number/Date 30-Mar-1977

Registration Number/Date

Status Number/Date 230187  
08-Sep-1978

Next Renewal Registered  
08-Sep-2008

*Class(es):* 18  
*Division:*  
*Agent Name:* FETHERSTONHAUGH & CO.  
*Owner Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

TRADEMARK

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Case Number/Subcase Trademark SARAH

Application Country Name SC8800129/  
Montserrat

Publication Number/Date 12-Jul-1972

Registration Number/Date

Status Number/Date 694  
12-Jul-1972

Next Renewal Registered  
12-Jul-2014

*Class(es):* 14  
*Division:*

*Agent Name:* FRANK B. DEHN & CO.  
*Owner Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

SARAH

Application Country Name SC8800139/  
New Zealand

Publication Number/Date

Registration Number/Date

Status Number/Date 82863  
30-Jun-1966

Next Renewal Registered  
30-Nov-2015

*Class(es):* 14  
*Division:*

*Agent Name:* AJ PARK & SON  
*Owner Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

SARAH

Application Country Name SC8800142/  
Norway

Publication Number/Date

Registration Number/Date

Status Number/Date 69.931  
25-Aug-1966

Next Renewal Registered  
25-Aug-2006

*Class(es):* 14  
*Division:*

*Agent Name:* BRYN & AARFLOT  
*Owner Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*

SARAH

Application Country Name SC9300008/  
Sarawak

Publication Number/Date 26835  
24-Mar-1990

Registration Number/Date

Status Number/Date 26835  
24-Mar-1990

Next Renewal Registered  
24-Mar-2004

*Class(es):* 14  
*Division:*

*Agent Name:* DONALDSON & BURKINSHAW  
*Owner Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*  
*Division Ref:*  
*Agent Ref:*



### Trademark List

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH	SC8800092/ Germany Class(es): 14,26 Division: Agent Name: LICHTENSTEIN, KORNER & PARTNER Owner Name: SARAH COVENTRY INCORPORATED	04-Apr-1966		830,914 16-Mar-1967	Registered 30-Apr-2006
SARAH	SC8800102/ Iceland Class(es): 14 Division: Agent Name: SIGURJONSSON & THOR Owner Name: LIFESTYLE BRANDS, LTD.	602,1987 04-Nov-1987		129,1988 11-Apr-1988	Registered 11-Apr-2008
SARAH	SC8800106/ Ireland Class(es): 14 Division: Agent Name: FRANK B. DEHN & CO. Owner Name: LIFESTYLE BRANDS, LTD.	01-Apr-1966		69,709 01-Apr-1966	Registered 21-Apr-2011
SARAH	SC8800128/ Monserrat Class(es): 14 Division: Agent Name: FRANK B. DEHN & CO. Owner Name: LIFESTYLE BRANDS, LTD.	12-Aug-1971		635 12-Aug-1971	Registered 12-Aug-2013

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH	SC8800173/ Sweden <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> ZACCO SWEDEN AB <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	20-Apr-1966	<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	118.111 25-Nov-1966	Registered 25-Nov-1996
SARAH	SC8800176/ Switzerland <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> E. BLUM & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	01-Jul-1966	<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	347754 01-Jul-1966	Registered 01-Jul-2006
SARAH (TYPED)	SC8900003/ United States of America <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	72-190, 343 06-Apr-1964	<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	777.378 22-Sep-1964	Registered 22-Sep-2004
SARAH COV.	SC8800011/ Aruba <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> NEDERLANDSCH OCTROOIBUREAU <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	51.922	<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	11986 01-Jan-1986	Registered 31-Dec-2005

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Case Number/Subcase  
Trademark

SARAH COV.

Application  
Country Name  
SC8800064/  
Canada

Publication  
Number/Date  
280584  
19-Feb-1964

Registration  
Number/Date  
137124  
28-Aug-1964

Status  
Number/Date  
Registered  
28-Aug-2009

Class(es): 14  
Division:

Agent Name: FETHERSTONHAUGH & CO.  
Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):  
Division Ref:  
Agent Ref:

SARAH COVENTRY

SC95000347/  
Argentina  
2376746  
28-May-2002

04-Sep-2002  
Published

Class(es): 14  
Division:

Agent Name: SENA BERTON MORENO  
Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):  
Division Ref:  
Agent Ref:

SARAH COVENTRY

SC8800012/  
Aruba  
51921

11985  
01-Jan-1986  
Registered  
31-Dec-2005

Class(es): 14  
Division:

Agent Name: NEDERLANDSCH OCTROOIBUREAU  
Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):  
Division Ref:  
Agent Ref:

SARAH COVENTRY

SC8800028/  
Austria  
08-Aug-1963

51434  
03-Dec-1963  
Registered  
03-Dec-2013

Class(es): 14  
Division:

Agent Name: LICHTENSTEIN, KORNER & PARTNER  
Owner Name: C. H. STUART, INC.

Attorney(s):  
Division Ref:  
Agent Ref:

TRADEMARK

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH COVENTRY	SC95000348/ Austria	AM5644/2003 29-Aug-2003			Pending
	<i>Class(es):</i> 14 <i>Division:</i>				
	<i>Agent Name:</i> SONN, PAWLOY, WEINZINGER & WOLFRAM <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.				
SARAH COVENTRY	SC8800036/ Bahamas		6823 12-Aug-1985	Registered 12-Aug-2013	
	<i>Class(es):</i> 14 <i>Division:</i>				
	<i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.				
SARAH COVENTRY	SC8800039/ Bahamas		7180 31-May-1986	Registered 30-May-2014	
	<i>Class(es):</i> 03 <i>Division:</i>				
	<i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.				
SARAH COVENTRY	SC9300005/ Benelux		45974 29-Jul-1971	Registered 29-Jul-2013	
	<i>Class(es):</i> 14 <i>Division:</i>				
	<i>Agent Name:</i> NEDERLANDSCH OCTROOIBUREAU <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.				

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SARAH COVENTRY

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SARAH COVENTRY

Application  
Country NameSC8800050/  
BermudaPublication  
Number/Date821569473  
26-Apr-1999Registration  
Number/Date

29-Jun-1999

Status  
Number/Date6966  
16-Jul-1985Next Renewal  
Registered  
16-Jul-2013*Class(es):* 14*Division:**Agent Name:* FRANK B. DEHN & CO.*Owner Name:* LIFESTYLE BRANDS, LTD.*Attorney(s):**Division Ref:**Agent Ref:*

SARAH COVENTRY

96011820/  
Brazil*Class(es):* 14*Division:**Agent Name:* DANNEMANN SIEMSEN BIGLER & IPANEMA MOREIRA*Owner Name:* LIFESTYLE BRANDS, LTD.*Attorney(s):**Division Ref:**Agent Ref:*

Published

SARAH COVENTRY

96011971/  
Brazil*Class(es):* 14*Division:**Agent Name:* DANNEMANN SIEMSEN BIGLER & IPANEMA MOREIRA*Owner Name:* LIFESTYLE BRANDS, LTD.*Attorney(s):**Division Ref:**Agent Ref:*

Published

SARAH COVENTRY

9500235/  
Canada*Class(es):* 14*Division:**Agent Name:* FETHERSTONHAUGH & CO.*Owner Name:* LIFESTYLE BRANDS, LTD.

141729

03-Sep-1965

Registered  
03-Sep-2010*Attorney(s):**Division Ref:**Agent Ref:*

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH COVENTRY	9500250/ Canada <i>Class(es):</i> 14, 18, 25 <i>Division:</i> <i>Agent Name:</i> FETHERSTONHAUGH & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	TMA253193 30-Mar-1977		253193 28-Nov-1980 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i> 73057-28EX	Registered 28-Nov-2010
SARAH COVENTRY	SC9100022/ Canada <i>Class(es):</i> 21 <i>Division:</i> <i>Agent Name:</i> FETHERSTONHAUGH & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	684387 19-Jun-1991		425514 25-Mar-1994 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 25-Mar-2009
SARAH COVENTRY	SC9200013/ Canada <i>Class(es):</i> 09 <i>Division:</i> <i>Agent Name:</i> FETHERSTONHAUGH & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	710182 04-Aug-1992		421147 17-Dec-1993 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 17-Dec-2008
SARAH COVENTRY	SC8800074/ Chile <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SARGENT & KRAHN <i>Owner Name:</i> SARAH COVENTRY, INCORPORATED	94.759 25-Jun-1987		323.260 23-Sep-1987 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 23-Sep-2007

TRADEMARK

REEL: 002848 FRAME: 0966

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH COVENTRY	SC9500015/ Czech Republic <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> LOVELL WHITE DURRANT <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	9380788 22-Jun-1993		181362 30-Nov-1994	Registered 22-Jun-2013
SARAH COVENTRY	SC9500012/ Hong Kong <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	10232/1993 27-Sep-1993	18-Aug-2000	15325/2000 27-Sep-1993	Registered 27-Sep-2014
SARAH COVENTRY	SC8800104/ Iceland <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SIGURJONSSON & THOR <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	630.1987 16-Nov-1987		55.1988 11-Apr-1988	Registered 11-Apr-2008
SARAH COVENTRY	SC9100019/ Ireland <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	91/0103 08-Jan-1991		146940 08-Jan-1991	Registered 08-Jan-2012

TRADEMARK

REEL: 002848 FRAME: 0967

Thursday, January 29, 2004

## Trademark List

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Case Number/Subcase  
Trademark

SARAH COVENTRY

Application  
Country NameSC9300013/  
IrelandPublication  
Number/Date92/4685  
02-Sep-1992Registration  
Number/DateB151516  
02-Sep-1992Status  
Number/DateRegistered  
02-Sep-2009*Class(es):* 9*Division:**Agent Name:* FRANK B. DEHN & CO.*Owner Name:* LIFESTYLE BRANDS, LTD.*Attorney(s):**Division Ref:**Agent Ref:*

SARAH COVENTRY

SC9300015/  
Ireland92/4688  
02-Sep-1992Registered  
02-Sep-2009*Class(es):* 26*Division:**Agent Name:* FRANK B. DEHN & CO.*Owner Name:* LIFESTYLE BRANDS, LTD.*Attorney(s):**Division Ref:**Agent Ref:*

SARAH COVENTRY

SC9100001/  
Japan02-139381  
14-Dec-1990Registered  
28-Apr-2013*Class(es):* 09, 14*Division:**Agent Name:* TOKYO AOYAMA AOKI LAW OFFICE/BAKER & MCKENZIE*Owner Name:* LIFESTYLE BRANDS, LTD.*Attorney(s):**Division Ref:**Agent Ref:*

SARAH COVENTRY

9500142/  
Korea, Republic of94-18631  
11-May-1994Registered  
09-Aug-2005*Class(es):* 03, 08*Division:**Agent Name:* KIM & CHANG*Owner Name:* LIFESTYLE BRANDS, LTD.*Attorney(s):**Division Ref:**Agent Ref:* 94-TPLA-0289/PK

TRADEMARK

REEL: 002848 FRAME: 0968



## Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH COVENTRY	97000704/ Korea, Republic of <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> KIM & CHANG <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Instructed
SARAH COVENTRY	96011817/ Mexico <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> GOODRICH, RIQUELME & ASSOCIATES <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	368208 19-Mar-1999		608522 30-Apr-1999 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 19-Mar-2009
SARAH COVENTRY	SC8800127/ Moniserrat <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		12-Aug-1971	636 12-Aug-1971 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 12-Aug-2013
SARAH COVENTRY	SC8800133/ Moniserrat <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		12-Jul-1972	693 12-Jul-1972 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 12-Jul-2014

Thursday, January 29, 2004

## Trademark List

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Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH COVENTRY	SC9300011/ Namibia	92/0874 01-Sep-1992	10-Jul-1996	92/0874 13-Nov-1996	Registered 01-Sep-2012
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPOOR & FISHER - PRETORIA <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		
SARAH COVENTRY	SC8800138/ Netherlands Antilles			12452 04-Aug-1982	Registered 26-May-2012
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> NEDERLANDSCH OCTROOIBUREAU <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		
SARAH COVENTRY	SC9200014/ Netherlands Antilles	16933 02-Dec-1991		16933 02-Dec-1991	Registered 02-Sep-2021
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> NEDERLANDSCH OCTROOIBUREAU <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		
SARAH COVENTRY	SC8800141/ New Zealand			82861 30-Nov-1966	Registered 30-Nov-2015
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> AJ PARK & SON <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>		

TRADEMARK  
REEL: 002848 FRAME: 0970

## Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH COVENTRY	SC9300007/ Slovakia	26862 02-Apr-1990	14-Jan-1998	26862 02-Apr-1990	Registered 02-Apr-2004
	<i>Class(es):</i> 14 <i>Division:</i>			<i>Attorney(s):</i>	
	<i>Agent Name:</i> DONALDSON & BURKINSHAW			<i>Division Ref:</i>	
	<i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Agent Ref:</i>	
SARAH COVENTRY	SC9500017/ Slovakia	POZ 1511-93 27-Aug-1993	14-Jan-1998	180410 23-Apr-1998	Registered 27-Aug-2013
	<i>Class(es):</i> 14 <i>Division:</i>			<i>Attorney(s):</i>	
	<i>Agent Name:</i> LOVELL - PRAGUE			<i>Division Ref:</i>	
	<i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Agent Ref:</i>	
SARAH COVENTRY	SC9500005/ South Africa	93/11243 26-Nov-1993		93/11243 26-Nov-1993	Registered 26-Nov-2013
	<i>Class(es):</i> 26 <i>Division:</i>			<i>Attorney(s):</i>	
	<i>Agent Name:</i> SPOOR & FISHER - PRETORIA			<i>Division Ref:</i>	
	<i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Agent Ref:</i>	
SARAH COVENTRY	SC9500006/ South Africa	93/11242 26-Nov-1993		93/11242 26-Nov-1993	Registered 26-Nov-2013
	<i>Class(es):</i> 14 <i>Division:</i>			<i>Attorney(s):</i>	
	<i>Agent Name:</i> SPOOR & FISHER - PRETORIA			<i>Division Ref:</i>	
	<i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Agent Ref:</i>	

TRADEMARK

REEL: 002848 FRAME: 0971

## Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH COVENTRY	95000352/ Switzerland <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> E. BLUM & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	22-Aug-1963	327318 07-Aug-1983 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 07-Aug-2013	
SARAH COVENTRY	SC8800178/ Switzerland <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> E. BLUM & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	22-Aug-1963	199521 22-Aug-1963 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 22-Aug-2003	
SARAH COVENTRY	9500226/ Taiwan <i>Class(es):</i> 8 <i>Division:</i> <i>Agent Name:</i> UNION PATENT SERVICE CENTER <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	83-40467 01-Apr-1995	676525 01-Apr-1995 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 01-Apr-2005	
SARAH COVENTRY	SC8800179/ Trinidad and Tobago <i>Class(es):</i> 3 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	20-Jul-1971	6927 20-Jul-1971 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	Registered 20-Jul-2009	

TRADEMARK

REEL: 002848 FRAME: 0972

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### Trademark List

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Case Number/Subcase  
Trademark

SARAH COVENTRY

Application  
Country Name

SC9100016/  
United Kingdom

Publication  
Number/Date

1451907  
07-Jan-1991

Registration  
Number/Date

1451907  
07-Jan-1991

Status  
Number/Date

Registered  
07-Jan-2012

Next Renewal

*Class(es):* 14

*Division:*

*Agent Name:* FRANK B. DEHN & CO.

*Owner Name:* PLAYBOY PREFERRED, INC.

*Attorney(s):*

*Division Ref:*

*Agent Ref:*

SARAH COVENTRY

SC9200008/  
United Kingdom

1511681  
26-Aug-1992

B1511681  
26-Aug-1992

Registered  
26-Aug-2009

*Class(es):* 9

*Division:*

*Agent Name:* FRANK B. DEHN & CO.

*Owner Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*

*Division Ref:*

*Agent Ref:*

SARAH COVENTRY

SC9200011/  
United Kingdom

1511682  
26-Aug-1992

B1511682  
26-Aug-1992

Registered  
26-Aug-2009

*Class(es):* 26

*Division:*

*Agent Name:* FRANK B. DEHN & CO.

*Owner Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*

*Division Ref:*

*Agent Ref:*

SARAH COVENTRY

SC9500023/  
United States of America

76/241971  
17-Apr-2001

2647004  
11-May-2002

Registered  
11-May-2012

*Class(es):* 25

*Division:*

*Agent Name:* LIFESTYLE BRANDS, LTD.

*Attorney(s):*

*Division Ref:*

*Agent Ref:*

TRADEMARK

REEL: 002848 FRAME: 0973

## Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH COVENTRY	SC95000328/ United States of America <i>Class(es):</i> 18 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	78/098100 13-Dec-2001	17-Sep-2002		Published
SARAH COVENTRY	SC95000331/ United States of America <i>Class(es):</i> 9 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	76/384771 20-Mar-2002	18-Mar-2003		Published
SARAH COVENTRY	SC9300004/ Zambia <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPOOR AND FISHER - JERSEY <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	286/92 15-Sep-1992	286/92 01-Apr-1997	Registered 15-Sep-2013	
SARAH COVENTRY	SC9500002/ Zimbabwe <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPOOR AND FISHER - JERSEY <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	947/92 03-Sep-1992	947/92 03-Sep-1992	Registered 03-Sep-2012	

## Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH COVENTRY & BUTTERFLY DEVICE	SC9400012/ Swaziland <i>Class(es):</i> 25 <i>Division:</i> <i>Agent Name:</i> SPOOR & FISHER - PRETORIA <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	190/94 26-Jul-1994	10-May-1995 <i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	948/92 03-Sep-1992	Registered 03-Sep-2012
SARAH COVENTRY & BUTTERFLY DEVICE	SC9400011/ Zimbabwe <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPOOR AND FISHER - JERSEY <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	948/92 03-Sep-1992	<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	948/92 03-Sep-1992	Registered 03-Sep-2012
SARAH COVENTRY (SCRIPT)	SC9000007/ Australia <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPRUSON & FERGUSON <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	195912 14-Jul-1965	Registered 14-Jul-2010
SARAH COVENTRY (Signature)	SC8800183/ United Kingdom <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> FRANK B. DEHN & CO. <i>Owner Name:</i> PLAYBOY PREFERRED, INC.		<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	99738t 22-Aug-1972	Registered 22-Aug-2007

TRADEMARK

REEL: 002848 FRAME: 0975

Thursday, January 29, 2004

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## Trademark List

Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH COVENTRY (TYPED)	SC8800212/ United States of America	72-001851 01-Feb-1956		636452 30-Oct-1956	Registered 30-Oct-2006
<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.					
SARAH COVENTRY AND BUTTERFLY DESIGN	SC9000008/ Germany	L 33462/3W2 26-Apr-1990		1186841 29-Jan-1993	Registered 26-Apr-2010
<i>Class(es):</i> 3,5,9,14,18,21,25,26 <i>Division:</i> <i>Agent Name:</i> LICHTENSTEIN, KORNER & PARTNER <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.					
SARAH COVENTRY AND BUTTERFLY DESIGN	SC9500007/ South Africa	92/7234 28-Aug-1992		B92/7234 28-Aug-1992	Registered 28-Aug-2012
<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPOOR & FISHER - PRETORIA <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.					
SARAH COVENTRY AND BUTTERFLY DESIGN	97000905/ United States of America	76495973 11-Mar-2003			Pending
<i>Class(es):</i> 18 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.					

TRADEMARK

REEL: 002848 FRAME: 0976



### Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH COVENTRY AND BUTTERFLY DEVICE	SC9300009/ Namibia	92/0875 01-Sep-1992	05-Jun-1995	92/0875 07-Jun-1996	Registered 01-Sep-2012
<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPOOR & FISHER - PRETORIA <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.					
SARAH COVENTRY and BUTTERFLY DEVICE	SC8900006/ South Africa	89/3239 14-Apr-1989		89/3239 14-Apr-1989	Registered 14-Apr-2009
<i>Class(es):</i> 25 <i>Division:</i> <i>Agent Name:</i> SPOOR & FISHER - PRETORIA <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.					
SARAH COVENTRY HERITAGE	97000903/ Australia	555138 01-May-1991	27-Feb-2003	555138 01-May-1991	Registered 01-May-2011
<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPRUSON & FERGUSON <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.					
SARAH COVENTRY HERITAGE	9600618/ Canada	821,730 27-Aug-1996	21-Feb-1997	480055 11-Aug-1997	Registered 11-Aug-2012
<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> FETHERSTONHAUGH & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.					

TRADEMARK

REEL: 002848 FRAME: 0977

## Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH COVENTRY SUPREME	SC9400015/ Mexico	201,930 13-Jun-1994		467483 22-Jul-1994	Registered 13-Jun-2004
	<i>Class(es):</i> 14 <i>Division:</i>				
	<i>Agent Name:</i> GOODRICH, RIQUELME & ASSOCIATES <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	
SARAH COVENTRY with BUTTERFLY DESIGN	SC8900009/ Italy	41538C/89 06-Sep-1989		571221 18-May-1992	Registered 06-Sep-2009
	<i>Class(es):</i> 3, 11, 18, 24, 25 <i>Division:</i>				
	<i>Agent Name:</i> SOCIETA ITALIANA BREVETTI <i>Owner Name:</i> LIFESTYLE BRANDS, LTD. (Owner in Dialog listed as "Licensing")			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	
SARAH COVENTRY with Butterfly Design	SC8900014/ Italy	41982C/89 05-Oct-1989		575289 10-Jan-1992	Registered 05-Oct-2009
	<i>Class(es):</i> 14 <i>Division:</i>				
	<i>Agent Name:</i> SOCIETA ITALIANA BREVETTI <i>Owner Name:</i> LIFESTYLE BRANDS, LTD. (Owner in Dialog listed as "Licensing")			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	
SARAH COVENTRY with BUTTERFLY DESIGN	SC95000340/ United States of America	76402472 01-May-2002	23-Sep-2003		Published
	<i>Class(es):</i> 14 <i>Division:</i>				
	<i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.			<i>Attorney(s):</i> <i>Division Ref:</i> <i>Agent Ref:</i>	

TRADEMARK

REEL: 002848 FRAME: 0978

## Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
SARAH COVENTRY with BUTTERFLY DESIGN	SC95000343/ United States of America <i>Class(es):</i> 25 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	76/402047 01-May-2002	12-Nov-2002	Published	Published
SARAH COVENTRY with Butterfly Design	SC95000344/ United States of America <i>Class(es):</i> 18 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	76/402013 01-May-2002	04-Nov-2003	Published	Published
SARAH COVENTRY with BUTTERFLY DESIGN	SC95000346/ United States of America <i>Class(es):</i> 9 <i>Division:</i> <i>Agent Name:</i> <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	76/402471 01-May-2002	12-Nov-2002	Published	Published
SARAH COVENTRY with Butterfly Design	SC9300002/ Zambia <i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SPOOR AND FISHER - JERSEY <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.	285/92 15-Sep-1992	285/92 01-Apr-1997	Registered	15-Sep-2013

TRADEMARK

REEL: 002848 FRAME: 0979

Thursday, January 29, 2004

Case Number/Subcase  
Trademark

SC

### Trademark List

Application  
Country Name  
Publication  
Number/Date

SC8800068/  
Canada

25-Jan-1966

*Class(es):* 14

*Division:*

*Agent Name:* FETHERSTONHAUGH & CO.

*Owner Name:* LIFESTYLE BRANDS, LTD.

Registration  
Number/Date

Status  
Number/Date

148,355  
02-Dec-1966

*Attorney(s):*

*Division Ref:*

*Agent Ref:*

Next Renewal

Registered  
02-Dec-2011

SC & BUTTERFLY DESIGN (OLD)

SC8800241/

United States of America

*Class(es):* 18

*Division:*

*Agent Name:*

*Owner Name:* LIFESTYLE BRANDS, LTD.

73693101

02-Nov-1987

1503021

06-Sep-1988

*Attorney(s):*

*Division Ref:*

*Agent Ref:*

Registered  
06-Sep-2008

SC & BUTTERFLY DESIGN (OLD)

SC8800242/

United States of America

*Class(es):* 3

*Division:*

*Agent Name:*

*Owner Name:* LIFESTYLE BRANDS, LTD.

73692363

29-Oct-1987

1491870

14-Jun-1988

*Attorney(s):*

*Division Ref:*

*Agent Ref:*

Registered  
14-Jun-2008

SC & BUTTERFLY DESIGN (OLD)

SC8800243/

United States of America

*Class(es):* 14

*Division:*

*Agent Name:*

*Owner Name:* LIFESTYLE BRANDS, LTD.

73692464

29-Oct-1987

1492152

14-Jun-1988

*Attorney(s):*

*Division Ref:*

*Agent Ref:*

Registered  
14-Jun-2008

TRADEMARK

REEL: 002848 FRAME: 0980

### Trademark List

Thursday, January 29, 2004

Case Number/Subcase  
Trademark

SC & BUTTERFLY DESIGN (OLD)

Application Country Name: United States of America  
 Publication Number/Date: 73692437 29-Oct-1987  
 Status Number/Date: 1492548 14-Jun-1988  
 Next Renewal: Registered 14-Jun-2008  
 Registration Number/Date:   
 Class(es): 35  
 Division:   
 Agent Name:   
 Owner Name: LIFESTYLE BRANDS, LTD.  
 Attorney(s):   
 Division Ref:   
 Agent Ref:

SC (TYPED)

Application Country Name: United States of America  
 Publication Number/Date: 72193707  
 Status Number/Date: 788735 27-Apr-1965  
 Next Renewal: Registered 27-Apr-2005  
 Registration Number/Date:   
 Class(es): 14  
 Division:   
 Agent Name:   
 Owner Name: LIFESTYLE BRANDS, LTD.  
 Attorney(s):   
 Division Ref:   
 Agent Ref:

THE ART IS IN THE WEARING

Application Country Name: Japan  
 Publication Number/Date: 02-139385 14-Dec-1990  
 Status Number/Date: 2528489 28-Apr-1993  
 Next Renewal: Registered 28-Apr-2013  
 Registration Number/Date:   
 Class(es): 09, 14  
 Division:   
 Agent Name: TOKYO AOYAMA AOKI LAW OFFICE/BAKER & MCKENZIE  
 Owner Name: LIFESTYLE BRANDS, LTD.  
 Attorney(s):   
 Division Ref:   
 Agent Ref:

### Domain Name Schedule

Domain Name	Registrar	Registered	Expires	Record Owner
Sarahcoventry.com	Register.com	8/25/1998	8/24/2004	Playboy Enterprises International, Inc.

TRADEMARK

REEL: 002848 FRAME: 0981