

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.

<p>1. Name of conveying party(ies):</p> <p>Sarah Coventry HPP, Inc. 860A Waterman Avenue East Providence, RI 02914</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation – Rhode Island <input type="checkbox"/> Other</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and Address of receiving party(ies)</p> <p>Lifestyle Brands, Ltd. 730 Fifth Avenue New York, NY 10019</p> <p><input type="checkbox"/> Individual(s) citizenship <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation – Delaware <input type="checkbox"/> Other</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>3. Nature of conveyance:</p> <p><input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input checked="" type="checkbox"/> Other – Intellectual Property Security Agreement</p> <p>Execution Date: January 1, 2004</p>	

<p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No(s). Please see attached</p>	<p>B. Trademark Registration No(s). Please see attached.</p>
<p>Additional numbers attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>	

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Carole Aciman, Esq. SKADDEN, ARPS, SLATE, MEAGHER & FLOM LLP Four Times Square New York, New York 10036</p>	<p>6. Total number of applications/registrations involved: 23</p> <p>7. Total fee (37 CFR 3.41) \$590</p> <p><input checked="" type="checkbox"/> All fees and any deficiencies are authorized to be charged to Deposit Account (Our Ref. 057930/17)</p> <p>8. Deposit Account No. 19-2385</p>
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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 Carole Aciman May 6, 2004
Name Signature Date

Total number of pages including cover sheet, attachments, and document: **53**

CH \$590.00 192385 78098103

Page 2

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 B**INTELLECTUAL PROPERTY SECURITY AGREEMENT**

This INTELLECTUAL PROPERTY SECURITY AGREEMENT (the "Agreement") effective as of January 1, 2004, by SARAH COVENTRY HPP, INC. ("Grantor"), a Rhode Island corporation, in favor of LIFESTYLE BRANDS, LTD., a Delaware corporation ("Grantee");

WITNESSETH

WHEREAS, Grantee has agreed to sell certain assets to Grantor, an affiliate of Guarantor, under the Asset Purchase Agreement, effective as of January 1, 2004 (the "Asset Purchase Agreement"); and

WHEREAS, Grantee has requested that DURAND ENTERPRISES, INC., a Rhode Island corporation ("Guarantor") guarantee Grantor's performance under the Asset Purchase Agreement, and, pursuant to a Guaranty of even date herewith (as the same may be amended, modified or supplemented from time to time, the "Guaranty") among Guarantor and Grantee, Guarantor has guaranteed the payment of all obligations of and amounts owing by Grantor under the Asset Purchase Agreement;

NOW, THEREFORE, in consideration of the foregoing, to induce Grantee to execute the Asset Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantor hereby agrees as follows:

1. Definitions; Incorporation by reference. The Asset Purchase Agreement and the Guaranty and the terms and provisions thereof are hereby incorporated herein in their entirety by this reference thereto. "Intellectual Property" shall mean all Grantor's intangible property rights of any kind and nature, including, without limitation, the patents, patent applications, the Marks (as defined herein), copyrights, copyright applications, mask work registrations and applications, software, Internet domain names, franchises, licenses, authorizations and other intellectual property rights. All terms capitalized but not otherwise defined herein shall have the same meanings herein as in the Asset Purchase Agreement and the Guaranty, as the case may be, or, if not defined therein, in the Uniform Commercial Code.

2. Grant and Reaffirmation of Grant of Security Interests. To secure the payment and performance of Grantor's obligations under the Asset Purchase Agreement, Grantor hereby grants to Grantee, for its benefit and that of Grantee's Affiliates, a security interest in and continuing lien on all of Grantor's right, title and interest in and to any and all Intellectual Property, including, without limitation, the following, whether now owned or hereafter created, acquired or arising:

(i) all United States, state and foreign trademarks, trade names, corporate names, company names, business names, fictitious business names, internet domain names, trade styles, service marks, certification marks, collective marks, logos, other source or business identifiers, designs and general intangibles of a like nature, all registrations and applications for any of the foregoing, including, but not limited, to the registrations and applications referred to in Schedule A (as such schedule may be amended or supplemented from time to time), all extensions or renewals of any of the foregoing, all of the goodwill of the business connected with the use of and symbolized by the foregoing (the "Marks"); provided that "intent to use" trademark applications shall not be included unless Grantor has used such trademarks and has filed a statement of use or amendment to allege use with respect to such application;

- (ii) all patents and patent applications, and all renewals, extensions and continuations of any of the foregoing;
- (iii) all copyrights, copyright registrations and copyright applications, and all renewals and extensions of any of the foregoing;
- (iv) all technology, trade secrets and other confidential information, know-how, proprietary processes, formulae, algorithms, models, and methodologies, all renewals and extensions of any of the foregoing and all goodwill symbolized by any of the foregoing;
- (v) all income, damages and payments now and hereafter due or payable with respect to (i) to (iv) above, including without limitation, damages and payments for past or future infringements, unfair competition, dilution, or for injury to the goodwill associated with any of the Marks;
- (vi) licenses of any of the foregoing to or from third parties and the royalties and other payments, if any, receivable thereunder;
- (vii) the right to sue for past, present and future infringements thereof;
- (viii) all rights corresponding thereto throughout the world; and
- (ix) Proceeds and products of the foregoing and all insurance payments pertaining to the foregoing and proceeds thereof.

The rights and remedies of Grantee with respect to the security interest and continuing lien granted hereby are in addition to those rights and remedies set forth in the Asset Purchase Agreement and other related documents, and those rights and remedies which are now or hereafter available to Grantee as a matter of law or equity. The exercise by Grantee of any one or more of the rights or remedies provided for in this Agreement, the Asset Purchase Agreement, the Guaranty, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Grantee, of any or all other rights or remedies.

3. Modification of Agreement. Neither this Agreement, nor any provision hereof may be amended, modified, waived, or terminated, except by mutual agreement of the parties. Notwithstanding the foregoing, Grantor authorizes Grantee, upon notice to Grantor, to modify this Agreement in the name of and on behalf of Grantor without obtaining Grantor's signature for such modification, to the extent that such modification constitutes an amendment of Schedule A hereto in order to add any right, title, or interest in any trademark collateral owned or subsequently acquired by Grantor. Grantor additionally agrees to execute any additional agreement or amendment hereto, as may be required by Grantee from time to time, to subject any such owned or subsequently-acquired right, title, or interest in any trademark collateral or other Intellectual Property to the security interest and continuing liens and perfection created or contemplated hereby, or by the Asset Purchase Agreement.

4. Recordation of Security Interests. Grantor shall concurrently herewith deliver to Grantee all documents, instruments and other items as may be necessary for Grantee to file such documents and this Agreement with the U.S. Copyright Office and the U.S. Patent and Trademark Office, as applicable, except any recordation cover sheets and the applicable recording fee pertaining thereto. The recordation of this Intellectual Property Security Agreement in the United States Patent and Trademark Office against the U.S. registered trademarks and trademark applications set forth on Schedule A hereto (the "Trademarks") will, within three (3) months of the date thereof, render Grantee's security interest in the applicable Grantor's right, title and interest in such Trademarks effective against subsequent purchasers of such Trademarks.

5. New Intellectual Property. In the event Grantor acquires or becomes the owner of any new or additional Intellectual Property consisting of patents, trademarks, or material registered

copyrights, Grantor shall give to Grantee prompt written notice thereof, and shall within ten (10) days of such notice amend (and hereby so authorizes Grantee to amend) the schedules to this security agreement or enter into new or additional security agreements to include any such new or additional registration thereon and provide all other documents, instruments and other items as may be necessary for Grantee to file such agreements with the U.S. Copyright Office and the U.S. Patent and Trademark Office, as applicable, except any recordation cover sheets and the applicable recording fee pertaining thereto.

6. Preservation of Rights. Grantor shall: (i) diligently prosecute any application filed by Grantor to register material Intellectual Property at any time pending; (ii) make application for registration or issuance of all newly-acquired material Intellectual Property owned by Grantor as reasonably deemed appropriate by Grantor; and (iii) preserve and maintain all rights in the material Intellectual Property owned by Grantor unless Grantor has a purpose in the ordinary course of business.

7. Defense of Rights. Grantor shall not abandon any right to file an application to register material Intellectual Property, nor shall Grantor abandon any pending application to register material Intellectual Property or material registered Intellectual Property unless Grantor has a purpose in the ordinary course of business to do otherwise. Grantor will notify Grantee promptly if it knows that any application or registration relating to any Intellectual Property may become abandoned or dedicated to the public, or of any adverse determination or development (including the institution of, or any adverse determination or development in, any proceeding in the U.S. Copyright Office, the U.S. Patent and Trademark Office or any court) regarding Grantor's ownership of such Intellectual Property or its right to maintain, register or patent the same. If any of Grantor's rights to any Intellectual Property is infringed, misappropriated or diluted by a third party, Grantor will notify Grantee within thirty (30) days after it learns thereof and will, unless Grantor shall reasonably determine that such undertaking would not be commercially reasonable, promptly sue for infringement, misappropriation or dilution and to recover any and all damages for such infringement, misappropriation or dilution, and/or take such other actions as Grantor shall reasonably deem appropriate under the circumstances to protect such Intellectual Property collateral.

8. No Assignment. Grantor shall not sell or assign or otherwise transfer or dispose of its interest in, or grant any license under, or otherwise encumber any Intellectual Property or enter into any other agreement with respect to any material Intellectual Property included in this collateral, except in the ordinary course and consistent with past practices. Grantor further agrees that it shall not take any action or permit any action to be taken by others subject to its control, including licensees, or knowingly fail to take any action which would materially and adversely affect the validity or enforcement of the rights granted to Grantee under this Agreement, except as permitted hereunder.

9. Maintenance of Goodwill. Grantor agrees to maintain the quality of any and all products in connection with which the trademarks in Schedule A are used, unless Grantor has a purpose in the ordinary course of business to do otherwise. During the continuance of a material default, Grantor agrees that Grantee, or a conservator appointed by Grantee, shall have the right to establish such additional product quality controls as Grantee, or said conservator, in its reasonable judgment, may deem necessary to assure the maintenance of the quality of products sold by Grantor under such trademarks.

10. Intellectual Property License. Solely for the purpose of enabling Grantee to exercise rights and remedies under this Agreement, Grantor hereby grants to Grantee, an irrevocable, non-exclusive worldwide license (exercisable without payment of royalty or other compensation to Grantor), to use, operate under, export, sell or license any Intellectual Property now owned or hereafter acquired by Grantor with the right to sublicense any such rights.

11. Waiver of Claims. Except as otherwise provided in this Agreement, Grantor hereby waives, to the extent permitted by applicable law, notice and judicial hearing in connection with Grantee's taking possession or Grantee's disposition of any of the Intellectual Property, including, without limitation, any and all prior notice and hearing for any prejudgment remedy or remedies and any

such right which Grantor would otherwise have under the Constitution or any statute of the United States or of any state, and Grantor hereby further waives, to the extent permitted by law: (i) all requirements as to the time, place and terms of sale or other requirements with respect to the enforcement of Grantee's rights hereunder; (ii) demand of performance or other demand, notice of intent to demand or accelerate, notice of acceleration, presentment, protest, advertisement or notice of any kind to or upon Grantor or any other Person; and (iii) all rights of redemption, appraisal, valuation, diligence, stay, extension or moratorium now or hereafter in force under any applicable law in order to hinder, prevent or delay the enforcement of this Agreement or the absolute sale of the Intellectual Property or any portion thereof and Grantor, for itself and all who may claim under it, insofar as it or they now or hereafter lawfully may, hereby waives the benefit of all such laws.

12. Governing Law. This Agreement shall be governed by and interpreted under the laws of the State of Delaware applicable to contracts executed in and to be performed in the State of Delaware without giving effect to the principles thereof relating to conflicts of law. Any actions brought to enforce this Agreement or any breach hereof or obligation hereunder shall be brought in the United States District Court or the Delaware State Court sitting in Wilmington, Delaware, and the parties agree to the exclusive venue and jurisdiction of such courts.

13. WAIVER OF JURY TRIAL. EACH OF GRANTOR AND GRANTEE HEREBY IRREVOCABLY WAIVES ANY AND ALL RIGHT TO TRIAL BY JURY IN ANY LEGAL ACTION OR PROCEEDING ARISING OUT OF OR RELATING TO THIS AGREEMENT OR THE TRANSACTIONS CONTEMPLATED HEREBY AND AGREES THAT ANY SUCH ACTION OR PROCEEDING SHALL BE TRIED BEFORE A COURT AND NOT BEFORE A JURY.

14. No Waivers. No failure or delay on the part of Grantee in exercising any right, power or privilege hereunder, and no course of dealing between Grantor and Grantee, shall operate as a waiver thereof; nor shall any single or partial exercise of any right, power or privilege hereunder preclude any other or further exercise thereof or the exercise of any other right, power or privilege. A waiver by Grantee of any right or remedy hereunder on any one occasion shall not be construed as a bar to any right or remedy that Grantee would otherwise have on any future occasion. The rights and remedies herein expressly provided are cumulative and may be exercised singly or concurrently and as often and in such order as Grantee deems expedient and are not exclusive of any rights or remedies that Grantee would otherwise have, whether by security agreement or now or hereafter existing under applicable law. No notice to or demand on Grantor in any case shall entitle Grantor to any other or further notice or demand in similar or other circumstances or constitute a waiver of the rights of Grantee to any other or future action in any circumstances without notice or demand.

15. Severability. In case any provision in or obligation under this Agreement shall be invalid, illegal or unenforceable in any jurisdiction, the validity, legality and enforceability of the remaining provisions or obligations, or of such provision or obligation in any other jurisdiction, shall not in any way be affected or impaired thereby.

16. Notices. All notices and other communications provided for hereunder shall be given to the respective parties hereto at the addresses specified in the Asset Purchase Agreement.

17. Counterparts. This Agreement may be executed in any number of counterparts, each of which, when so executed and delivered, shall be deemed an original, but all such counterparts together shall constitute but one and the same instrument.

18. Successors, Assigns. This Agreement shall be binding upon Grantor and its respective successors and assigns and shall inure to the benefit of Grantee and its successors and assigns. In addition, Grantor may not transfer, or otherwise assign, any of its obligations hereunder without the prior written consent of Grantee.

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

SARAH COVENTRY HPP, INC.

By: _____

Title: _____

LIFESTYLE BRANDS, LTD.

Alex Vaickus

By: Alex Vaickus

Title: President

ACKNOWLEDGMENT

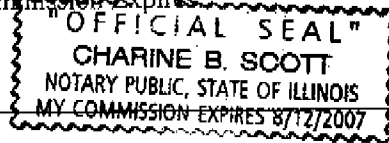
STATE OF ILLINOIS)
) SS
COUNTY OF COOK)

I, CHARINE B. SCOTT, a Notary Public in and for and residing in said County and State, DO HEREBY CERTIFY THAT ALEX JAICKUS, personally known to me to be the same persons whose names are subscribed to the foregoing instrument appeared before me this day in person and acknowledged that they signed and delivered said instrument as their own free and voluntary act and as the free and voluntary act of the corporations set forth on the signature page of the foregoing instrument for the uses and purposes therein set forth.

GIVEN under my hand and notarial seal this 3RD day of MARCH, 2004.


Charine B. Scott
Notary Public

My Commission Expires



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

SARAH COVENTRY HPP, INC.


By: Stephen J. Durand
Title: President

LIFESTYLE BRANDS, LTD.

By: _____

Title: _____

G:\da\Durand En\ch2-441741-7\Trademark Sec Agr FINAL.doc

ATTEST:

DURAND ENTERPRISES, INC. (Guarantor)

By: Stephen J. Durand

Title: President

C:\dla\Durand Ent\ebi2-441741-7\Trademark Sec Agt FINAL.doc

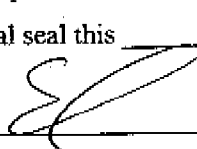
ACKNOWLEDGMENT

STATE OF RHODE ISLAND
COUNTY OF PROVIDENCE

I, EILEEN K. TOBIN, a Notary Public in and for and residing in said County and State, DO HEREBY CERTIFY THAT STEPHEN J. DURAND, PRESIDENT OF SARAH COVENTRY HPP, INC., personally known to me to be the same person whose name is subscribed to the foregoing instrument appeared before me this day in person and acknowledged that he signed and delivered said instrument as his own free and voluntary act and as the free and voluntary act of the corporation set forth on the signature page of the foregoing instrument for the uses and purposes therein set forth.

GIVEN under my hand and notarial seal this day of March, 2004.

Eileen K. Tobin
Notary Public
State of Rhode Island
My Commission Expires 8-12-06



Notary Public
My Commission Expires: 8-12-06

SCHEDULE A
ASSIGNED TRADEMARK AND DOMAIN NAME PROPERTIES

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

BUTTERFLY DESIGN

Application
Country Name

96011313/
Austria

Class(es): 14

Division:

Agent Name:

Owner Name: LIFESTYLE BRANDS, LTD.

Registration
Number/Date

175660
12-May-1998

Attorney(s):

Division Ref:

Agent Ref:

Status
Number/Date

Registered
12-May-2008

Publication
Number/Date

AM111198
24-Feb-1998

BUTTERFLY DESIGN

SC8900017/
Canada

Class(es): 8, 9, 14, 18, 25

Division:

Agent Name: FETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

425457

25-Mar-1994

Attorney(s):

Division Ref:

Agent Ref:

Registered
25-Mar-2009

BUTTERFLY DESIGN

SC9100023/
Canada

Class(es): 03, 18, 21

Division:

Agent Name: FETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

425892

08-Apr-1994

Attorney(s):

Division Ref:

Agent Ref:

Registered
08-Apr-2009

BUTTERFLY DESIGN

SC9200012/
Canada

Class(es): 14

Division:

Agent Name: FETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

472,803

24-Nov-1993

Attorney(s):

Division Ref:

Agent Ref:

Registered

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

BUTTERFLY DESIGN

Application
Country Name

SC95000325/
Canada

Class(es): 25

Division:

Agent Name: FETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Registration
Number/Date

1102608
29-Oct-2002

Attorney(s):

Division Ref:

Agent Ref: 28856-7

Status
Number/Date

Published

Next Renewal

BUTTERFLY DESIGN

SC9500013/
Czech Republic

Class(es): 14

Division:

Agent Name: LOVELL - PRAGUE

Owner Name: LIFESTYLE BRANDS, LTD.

9382127
24-Aug-1993

182138
05-Jan-1995

Registered
24-Aug-2013

Attorney(s):

Division Ref:

Agent Ref:

BUTTERFLY DESIGN

SC9500011/
Hong Kong

Class(es): 14

Division:

Agent Name:

Owner Name: LIFESTYLE BRANDS, LTD.

10231/1993
27-Sep-1993

15324/2000
27-Sep-1993

Registered
27-Sep-2014

Attorney(s):

Division Ref:

Agent Ref:

BUTTERFLY DESIGN

9500252/
Ireland

Class(es): 26

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

92/4621
22-Aug-1992

155861
22-Aug-1992

Registered
28-Aug-2009

Attorney(s):

Division Ref:

Agent Ref:

TRADEMARK

REEL: 002849 FRAME: 0013

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

BUTTERFLY DESIGN

Application
Country Name

9500253/
Ireland

Class(es): 9
Division:

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

Publication
Number/Date

92/4620
28-Aug-1992

Registration
Number/Date

155860
28-Aug-1992

Attorney(s):
Division Ref:
Agent Ref:

Next Renewal
Registered
28-Aug-2009

BUTTERFLY DESIGN

SC9100020/
Ireland

Class(es): 14
Division:

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

91/0104
08-Jan-1991

143928
09-Nov-1993

Attorney(s):
Division Ref:
Agent Ref:

Registered
08-Jan-2012

BUTTERFLY DESIGN

SC9100004/
Japan

Class(es): 14
Division:

Agent Name: TOKYO AOYAMA AOKI LAW OFFICE/BAKER & MCKENZIE
Owner Name: LIFESTYLE BRANDS, LTD.

02-139382
14-Dec-1990

2519072
31-Mar-1993

Attorney(s):
Division Ref:
Agent Ref:

Registered
31-Mar-2013

BUTTERFLY DESIGN

SC9100005/
Japan

Class(es): 09, 14
Division:

Agent Name: TOKYO AOYAMA AOKI LAW OFFICE/BAKER & MCKENZIE
Owner Name: LIFESTYLE BRANDS, LTD.

02-139383
14-Dec-1990

2565039
31-Aug-1993

Attorney(s):
Division Ref:
Agent Ref:

Registered
31-Aug-2013

TRADEMARK

REEL: 002849 FRAME: 0014

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

BUTTERFLY DESIGN

Application
Country Name
9500141/
Korea, Republic of

Class(es): 03, 08

Division:

Agent Name: KIM & CHANG

Owner Name: LIFESTYLE BRANDS, LTD.

Registration
Number/Date

94-18632
11-May-1994

Attorney(s):
Division Ref:
Agent Ref: 94-TPLA-0290/PK

Status
Number/Date
319517
09-Aug-1995

Next Renewal
Registered
09-Aug-2005

BUTTERFLY DESIGN

SC9400013/
Mexico
201,929
13-Jun-1994

Class(es): 14

Division:

Agent Name: GOODRICH, RIQUELME & ASSOCIATES

Owner Name: LIFESTYLE BRANDS, LTD.

470195
18-Aug-1994

Registered
13-Jun-2004

Attorney(s):
Division Ref:
Agent Ref:

BUTTERFLY DESIGN

SC9200003/
Poland
Z-110,991
29-Jun-1992

Class(es): 8,9,14,18,20,21

Division:

Agent Name: SOLTYSINSKI, KAWECKI & SZLEZAK

Owner Name: LIFESTYLE BRANDS, LTD.

R-89,268
15-Apr-1996

Registered
29-Jun-2012

Attorney(s):
Division Ref:
Agent Ref:

BUTTERFLY DESIGN

SC9500018/
Slovakia
POZ 1510-93
27-Aug-1993

Class(es): 14

Division:

Agent Name: LOVELL - PRAGUE

Owner Name: LIFESTYLE BRANDS, LTD.

173068
05-Dec-1994

Registered
27-Aug-2013

Attorney(s):
Division Ref:
Agent Ref:

Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark	Application Country Name	Publication Number/Date	Registration Number/Date	Status Number/Date	Next Renewal
BUTTERFLY DESIGN	SC9500003/ South Africa	93/11241 26-Nov-1993		93/11241 12-Jan-1996	Registered 26-Nov-2013

Class(es): 26
Division:
Agent Name: SPOOR & FISHER - PRETORIA
Owner Name: LIFESTYLE BRANDS, LTD.

BUTTERFLY DESIGN	SC9500004/ South Africa	93/11240 26-Nov-1993		93/11240 12-Jan-1996	Registered 26-Nov-2013
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Class(es): 14
Division:
Agent Name: SPOOR & FISHER - PRETORIA
Owner Name: LIFESTYLE BRANDS, LTD.

BUTTERFLY DESIGN	96011314/ Switzerland	01334/1998 19-Feb-1998		453445 28-Jul-1998	Registered 19-Feb-2008
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Class(es): 14
Division:
Agent Name: E. BLUM & CO.
Owner Name: LIFESTYLE BRANDS, LTD.

BUTTERFLY DESIGN	9500193/ Taiwan	83-40468 01-Apr-1995		676526 01-Apr-1995	Registered 01-Apr-2005
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Class(es): 8
Division:
Agent Name: UNION PATENT SERVICE CENTER
Owner Name: LIFESTYLE BRANDS, LTD.

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

BUTTERFLY DESIGN

Application
Country Name

SC9100015/
United Kingdom

Class(es): 14

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: PLAYBOY PREFERRED, INC.

Registration
Number/Date

1451918
05-Feb-1993

Attorney(s):
Division Ref:
Agent Ref:

Next Renewal

Registered
07-Jan-2012

BUTTERFLY DESIGN

SC9200009/
United Kingdom

Class(es): 26

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

26-Aug-1992

1511684
17-Dec-1993

Attorney(s):
Division Ref:
Agent Ref:

Registered
26-Aug-2009

BUTTERFLY DESIGN

SC9200010/
United Kingdom

Class(es): 9

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

1511683
26-Aug-1992

Attorney(s):
Division Ref:
Agent Ref:

1511683
18-Nov-1993

Registered
26-Aug-2009

COVENTRY

SC8800009/
Aruba

Class(es): 14

Division:

Agent Name: NEDERLANDSCH OCTROOIBUREAU

Owner Name: LIFESTYLE BRANDS, LTD.

11987
01-Jan-1986

Attorney(s):
Division Ref:
Agent Ref:

Registered
31-Dec-2005

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

COVENTRY

Application
Country Name

SC8800034/
Bahamas

Class(es): 14

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Registration
Number/Date

6824
12-Aug-1985

Attorney(s):

Division Ref:

Agent Ref:

Next Renewal

Registered
12-Aug-2013

COVENTRY

SC8800035/
Bahamas

Class(es): 03

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

7181
31-May-1986

Attorney(s):

Division Ref:

Agent Ref:

Registered
30-May-2014

COVENTRY

SC8800042/
Benelux

Class(es): 14

Division:

Agent Name: NEDERLANDSCH OCTROOIBUREAU

Owner Name: LIFESTYLE BRANDS, LTD.

433858
10-Jul-1987

Attorney(s):

Division Ref:

Agent Ref:

Registered
10-Jul-2007

COVENTRY

SC8800058/
Canada

Class(es): 14

Division:

Agent Name: FETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

148434
09-Dec-1981

Attorney(s):

Division Ref:

Agent Ref:

Registered
09-Dec-2011

TRADEMARK

REEL: 002849 FRAME: 0018

Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark
 COVENTRY

Application Country Name
 SC8800071/
 Chile

Publication Number/Date
 94.757
 25-Jun-1987

Registration Number/Date
 323.261
 23-Sep-1987

Status Number/Date
 Registered
 23-Sep-2007

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:

COVENTRY

Application Country Name
 SC8800099/
 Iceland

Publication Number/Date
 603.1987
 04-Nov-1987

Registration Number/Date
 125.1988
 11-Apr-1988

Status Number/Date
 Registered
 11-Apr-2008

Class(es): 14
Division:
Agent Name: SIGURJONSSON & THOR
Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

COVENTRY

Application Country Name
 SC8800126/
 Montserrat

Publication Number/Date
 12-Jul-1972

Registration Number/Date
 695
 12-Jul-1972

Status Number/Date
 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:

COVENTRY

Application Country Name
 SC8800132/
 Montserrat

Publication Number/Date
 12-Aug-1971

Registration Number/Date
 637
 12-Aug-1971

Status Number/Date
 Registered
 12-Aug-2013

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

Attorney(s):
Division Ref:
Agent Ref:

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

COVENTRY

Application
Country Name

SC9500008/
South Africa

Class(es): 9

Division:

Agent Name: SPOOR & FISHER - PRETORIA

Owner Name: LIFESTYLE BRANDS, LTD.

Registration
Number/Date

B93/10965
19-Nov-1993

Attorney(s):
Division Ref:
Agent Ref: A95.759/VW

Status
Number/Date

B93/10965
08-Jan-1996

Next Renewal
Registered
19-Nov-2013

COVENTRY

SC8800187/
United States of America

Class(es): 14

Division:

Agent Name:

Owner Name: LIFESTYLE BRANDS, LTD.

72-190342
06-Apr-1964

777377
22-Sep-1964

Attorney(s):
Division Ref:
Agent Ref:

Registered
22-Sep-2004

COVENTRY

SC95000329/
United States of America

Class(es): 18

Division:

Agent Name:

Owner Name: LIFESTYLE BRANDS, LTD.

78/098103
13-Dec-2001

17-Sep-2002

Attorney(s):
Division Ref:
Agent Ref:

Published

COVENTRY AND EAGLE

SC95000339/
United States of America

Class(es): 18

Division:

Agent Name:

Owner Name: LIFESTYLE BRANDS, LTD.

76/402534
01-May-2002

14-Oct-2003

Attorney(s):
Division Ref:
Agent Ref:

Published

TRADEMARK

REEL: 002849 FRAME: 0020

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

COVENTRY AND EAGLE

Application
Country Name
Publication
Number/Date
76/402158
01-May-2002

SC950003417
United States of America

Class(es): 14

Division:

Agent Name:

Owner Name: LIFESTYLE BRANDS, LTD.

Registration
Number/Date
14-Oct-2003

Status

Number/Date

Published

Attorney(s):
Division Ref:
Agent Ref:

COVENTRY EAGLE LOGO

1139482
02-May-2002

SC950003377
Canada

Class(es): 25

Division:

Agent Name: FETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Published

Attorney(s):
Division Ref:
Agent Ref:

COVENTRY U.S.A.

76/402482
01-May-2002

SC950003347
United States of America

Class(es): 25

Division:

Agent Name:

Owner Name: LIFESTYLE BRANDS, LTD.

Published

Attorney(s):
Division Ref:
Agent Ref:

COVENTRY U.S.A.

76/402017
01-May-2002

SC950003427
United States of America

Class(es): 18

Division:

Agent Name:

Owner Name: LIFESTYLE BRANDS, LTD.

Published

Attorney(s):
Division Ref:
Agent Ref:

04-Nov-2003

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

COVENTRY U.S.A.

Application
Country Name
SC95000345/
United States of America

Publication
Number/Date
76/402014
01-May-2002

Status
Number/Date

Next Renewal
Published

Registration
Number/Date
23-Sep-2003

Attorney(s):
Division Ref:
Agent Ref:

Class(es): 14
Division:
Agent Name:
Owner Name: LIFESTYLE BRANDS, LTD.

COVENTRY WITH EAGLE LOGO

Application
Country Name
SC95000330/
United States of America

Publication
Number/Date
76/360590
18-Jan-2002

Status
Number/Date

Registration
Number/Date
03-Sep-2002

Attorney(s):
Division Ref:
Agent Ref:

Class(es): 9
Division:
Agent Name:
Owner Name: LIFESTYLE BRANDS, LTD.

FASHION CHANGES, STYLE DOESN'T

Application
Country Name
9500206/
Canada

Publication
Number/Date
786519
04-Jul-1995

Status
Number/Date
502527
20-Oct-1998

Registration
Number/Date
06-Mar-1996

Attorney(s):
Division Ref:
Agent Ref: 28856-3

Class(es): 9
Division:
Agent Name: PETHERSTONHAUGH & CO.
Owner Name: LIFESTYLE BRANDS, LTD.

FASHION CHANGES, STYLE DOESN'T

Application
Country Name
SC9500014/
Czech Republic

Publication
Number/Date
9380787
22-Jun-1993

Status
Number/Date
181576
08-Dec-1994

Registration
Number/Date

Attorney(s):
Division Ref:
Agent Ref:

Class(es): 14
Division:
Agent Name: LOVELL - PRAGUE
Owner Name: LIFESTYLE BRANDS, LTD.

TRADEMARK

REEL: 002849 FRAME: 0022

Trademark List

Thursday, January 29, 2004

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	92/4686 02-Sep-1992		151820 02-Sep-1992	Registered 02-Sep-2009

Class(es): 9

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

FASHION CHANGES, STYLE DOESN'T

92/4687
02-Sep-1992

151821
02-Sep-1992

Registered
02-Sep-2009

Class(es): 14

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

FASHION CHANGES, STYLE DOESN'T

92/4689
02-Sep-1992

151822
02-Sep-1992

Registered
02-Sep-2009

Class(es): 26

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

FASHION CHANGES, STYLE DOESN'T

201,931
13-Jun-1994

470196
18-Aug-1994

Registered
13-Jun-2004

Class(es): 14

Division:

Agent Name: GOODRICH, RIQUELME & ASSOCIATES

Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

TRADEMARK

REEL: 002849 FRAME: 0023

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

FASHION CHANGES, STYLE DOESN'T

Application
Country Name

SC9300010/
Namibia

Class(es): 14

Division:

Agent Name: SPOOR & FISHER - PRETORIA

Owner Name: LIFESTYLE BRANDS, LTD.

Publication
Number/Date

92/0876
01-Sep-1992

Registration
Number/Date

30-Jul-1996

Attorney(s):

Division Ref:

Agent Ref:

Status
Number/Date

Registered
01-Sep-2012

Next Renewal

FASHION CHANGES, STYLE DOESN'T

SC9500016/
Slovakia

Class(es): 14

Division:

Agent Name: LOVELL - PRAGUE

Owner Name: LIFESTYLE BRANDS, LTD.

POZ 1508-93
27-Aug-1993

173069
05-Dec-1994

Registered
27-Aug-2013

Attorney(s):

Division Ref:

Agent Ref:

FASHION CHANGES, STYLE DOESN'T

9500125/
South Africa

Class(es): 9

Division:

Agent Name: SPOOR & FISHER - PRETORIA

Owner Name: LIFESTYLE BRANDS, LTD.

93/10963
19-Nov-1993

93/10963
19-Nov-1993

Registered
19-Nov-2013

Attorney(s):

Division Ref:

Agent Ref: A95,761/VW

FASHION CHANGES, STYLE DOESN'T

SC9400002/
South Africa

Class(es): 26

Division:

Agent Name: SPOOR & FISHER - PRETORIA

Owner Name: LIFESTYLE BRANDS, LTD.

93/11244
26-Nov-1993

93/11244
26-Nov-1996

Registered
26-Nov-2013

Attorney(s):

Division Ref:

Agent Ref: 26NOV/ZA/93/11233/vwm

TRADEMARK

REEL: 002849 FRAME: 0024

Trademark List

Page: 14

Thursday, January 29, 2004

Case Number/Subcase Trademark: FASHION CHANGES, STYLE DOESN'T

Application Country Name: SC9400016/ South Africa

Publication Number/Date: 92/7233 28-Aug-1992

Registration Number/Date: *Attorney(s):*
Division Ref:
Agent Ref:

Status Number/Date: 92/7233 28-Aug-1992

Next Renewal: Registered 28-Aug-2012

FASHION CHANGES, STYLE DOESN'T

Application Country Name: SC9300003/ Zambia

Publication Number/Date: 284/92 15-Sep-1992

Registration Number/Date: *Attorney(s):*
Division Ref:
Agent Ref:

Status Number/Date: 284/92 25-Nov-1998

Next Renewal: Registered 15-Sep-2014

FASHION CHANGES, STYLE DOESN'T

Application Country Name: SC9400005/ Zimbabwe

Publication Number/Date: B946/92 03-Sep-1992

Registration Number/Date: *Attorney(s):*
Division Ref:
Agent Ref:

Status Number/Date: B946/92 10-Jan-1994

Next Renewal: Registered 03-Sep-2012

IMAGES TRADEMARK

Application Country Name: 96011774/ Canada

Publication Number/Date: 898714 07-Dec-1998

Registration Number/Date: *Attorney(s):*
Division Ref:
Agent Ref:

Status Number/Date: 898714 07-Dec-1998

Next Renewal: Abandoned

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

IMAGES BY/PAR SARAH COVENTRY

Application
Country Name
834097
20-Jan-1997

Class(es): 14

Division:

Agent Name: PETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Registration
Number/Date

Registered
17-Mar-2013

Attorney(s):
Division Ref:
Agent Ref:

Status
Number/Date
TMA491515
17-Mar-1998

Next Renewal

LADY COVENTRY

SC8800075/
Denmark

Class(es): 14

Division:

Agent Name: BUDDE, SCHOU & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Registered
10-Mar-2007

Attorney(s):
Division Ref:
Agent Ref:

077767
10-Mar-1987

LADY COVENTRY

SC8800100/
Iceland

Class(es): 14

Division:

Agent Name: SIGURJONSSON & THOR

Owner Name: LIFESTYLE BRANDS, LTD.

Registered
08-Jun-2009

Attorney(s):
Division Ref:
Agent Ref:

358/1989
08-Jun-1989

LIFESTYLE BRANDS, LTD.

9600781/
China

Class(es): 14

Division:

Agent Name: BAKER & MCKENZIE - HONG KONG

Owner Name: LIFESTYLE BRANDS, LTD.

Registered
14-Sep-2006

Attorney(s):
Division Ref:
Agent Ref:

871486
14-Sep-1996

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

LORD COVENTRY

Application
Country Name

SC8800076/
Denmark

Class(es): 14

Division:

Agent Name: BUDE, SCHOU & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Registration
Number/Date

776/67
10-Mar-1987

Attorney(s):
Division Ref:
Agent Ref:

Status
Number/Date

357/1989
08-Jun-1989

Attorney(s):
Division Ref:
Agent Ref:

604/1987
04-Nov-1987

LORD COVENTRY

SC8800101/

Iceland

Class(es): 14

Division:

Agent Name: SIGURJONSSON & THOR

Owner Name: LIFESTYLE BRANDS, LTD.

LORD COVENTRY & DESIGN

588943
30-Jul-1987

SC8800057/
Canada

Class(es): 18

Division:

Agent Name: FETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Registered
28-Jul-2004

358985
28-Jul-1989

Attorney(s):
Division Ref:
Agent Ref:

Next Renewal
Registered
10-Mar-2007

Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark

S.C.

Application Country Name: SC8800105/ Iceland
Publication Number/Date: 606/1987 04-Nov-1987

Class(es): 14
Division: S.C.
Agent Name: SIGURJONSSON & THOR
Owner Name: LIFESTYLE BRANDS, LTD.

Registration Number/Date: 359/1989 08-Jun-1989
Status Number/Date: Registered 08-Jun-2000
Next Renewal: Registered 08-Jun-2009

Attorney(s):
Division Ref:
Agent Ref:

SARAH

SC8800010/ Aruba 51.924

Class(es): 14
Division: S.C.
Agent Name: NEDERLANDSCH OCTROOIBUREAU
Owner Name: LIFESTYLE BRANDS, LTD.

11988 01-Jan-1986
Registered 31-Dec-2005

Attorney(s):
Division Ref:
Agent Ref:

SARAH

SC8800024/ Australia

Class(es): 25
Division: S.C.
Agent Name: SPRUSON & FERGUSON
Owner Name: LIFESTYLE BRANDS, LTD.

235172 22-Dec-1969
Registered 22-Dec-2004

Attorney(s):
Division Ref:
Agent Ref:

SARAH

SC9000006/ Australia

Class(es): 14
Division: S.C.
Agent Name: SPRUSON & FERGUSON
Owner Name: LIFESTYLE BRANDS, LTD.

195914 14-Jul-1965
Registered 14-Jul-2010

Attorney(s):
Division Ref:
Agent Ref:

TRADEMARK

REEL: 002849 FRAME: 0028

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH

Application
Country Name

SC8800026/
Austria

Class(es): 14

Division:

Agent Name: LICHTENSTEIN, KORNER & PARTNER

Owner Name: C. H. STUART, INC.

Publication
Number/Date

07-Apr-1966

Registration
Number/Date

58,013

05-Sep-1966

Attorney(s):

Division Ref:

Agent Ref:

Next Renewal

Registered

05-Sep-2006

SARAH

SC8800037/
Bahamas

Class(es): 14

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

6821

12-Aug-1985

Attorney(s):

Division Ref:

Agent Ref:

Registered

12-Aug-2013

SARAH

SC8800038/
Bahamas

Class(es): 03

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

7178

31-May-1986

Attorney(s):

Division Ref:

Agent Ref:

Registered

30-May-2014

SARAH

SC8800043/
Benelux

Class(es): 14

Division:

Agent Name: NEDERLANDSCH OCTROOIBUREAU

Owner Name: LIFESTYLE BRANDS, LTD.

700,104

10-Jul-1987

Attorney(s):

Division Ref:

Agent Ref:

433859

10-Jul-1987

Registered

10-Jul-2007

TRADEMARK

REEL: 002849 FRAME: 0029

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH

Application
Country Name

SC8800048/
Bermuda

Class(es): 14

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Registration
Number/Date

996
11-Jan-1987

Attorney(s):
Division Ref:
Agent Ref:

Next Renewal

Registered
11-Jan-2015

SARAH

SC8800049/
Bermuda

Class(es): 3

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

6870
05-Jul-1985

Attorney(s):
Division Ref:
Agent Ref:

Registered
05-Jul-2013

SARAH

SC8800052/
Canada

Class(es): 03, 14

Division:

Agent Name: FETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

147462
07-Oct-1966

Attorney(s):
Division Ref:
Agent Ref:

Registered
07-Oct-1996

SARAH

SC8800063/
Canada

Class(es): 18

Division:

Agent Name: FETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

230187
08-Sep-1978

Attorney(s):
Division Ref:
Agent Ref:

Registered
08-Sep-2008

TRADEMARK

REEL: 002849 FRAME: 0030

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	SC8800072/ Chile	94.758 25-Jun-1987		323.259 23-Sep-1987	Registered 23-Sep-2007
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> SARGENT & KRAHN <i>Owner Name:</i> SARAH COVENTRY, INCORPORATED				
SARAH	SC9500019/ China	94102010 08-Oct-1994		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.				
SARAH	SC8800078/ Denmark		01-Jun-1966	3279/66 09-Dec-1966	Registered 09-Dec-2006
	<i>Class(es):</i> 14 <i>Division:</i> <i>Agent Name:</i> BUDDE, SCHOU & CO. <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.				
SARAH	96011800/ Germany	39911738.5 01-Mar-1999		39911738 10-Aug-1999	Registered 01-Mar-2009
	<i>Class(es):</i> 14, 26 <i>Division:</i> <i>Agent Name:</i> LICHTENSTEIN, KORNER & PARTNER <i>Owner Name:</i> LIFESTYLE BRANDS, LTD.				

Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark

SARAH

Application Country Name

SC8800092/ Germany

Class(es): 14,26

Division:

Agent Name: LICHTENSTEIN, KORNER & PARTNER

Owner Name: SARAH COVENTRY INCORPORATED

Registration Number/Date

830,914 16-Mar-1967

Attorney(s):
Division Ref:
Agent Ref:

Status Number/Date

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

Attorney(s):
Division Ref:
Agent Ref:

SARAH

SC8800106/ Ireland

Class(es): 14

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

01-Apr-1966

69709 01-Apr-1966

Attorney(s):
Division Ref:
Agent Ref:

Registered 21-Apr-2011

SARAH

SC8800128/ Montserrat

Class(es): 14

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

12-Aug-1971

635 12-Aug-1971

Attorney(s):
Division Ref:
Agent Ref:

Registered 12-Aug-2013

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH

Application
Country Name

SC8800129/
Montserrat

Class(es): 14
Division:

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

Registration
Number/Date

694
12-Jul-1972

Attorney(s):
Division Ref:
Agent Ref:

Status
Number/Date

Registered
12-Jul-2014

Next Renewal

SARAH

SC8800139/
New Zealand

Class(es): 14
Division:

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

Attorney(s):
Division Ref:
Agent Ref:

82863
30-Jun-1966

Registered
30-Nov-2015

SARAH

SC8800142/
Norway

Class(es): 14
Division:

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

Attorney(s):
Division Ref:
Agent Ref:

69,931
25-Aug-1966

Registered
25-Aug-2006

SARAH

SC9300008/
Sarawak

Class(es): 14
Division:

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

Attorney(s):
Division Ref:
Agent Ref:

26835
24-Mar-1990

Registered
24-Mar-2004

Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark SARAH

Application Country Name SC8800173/
Sweden

Publication Number/Date 20-Apr-1966

Registration Number/Date

Status Number/Date 118.111
25-Nov-1966

Next Renewal Registered
25-Nov-1996

Class(es): 14
Division:
Agent Name: ZACCO SWEDEN AB
Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

SARAH

Application Country Name SC8800176/
Switzerland

Publication Number/Date 01-Jul-1966

Registration Number/Date

Status Number/Date 347754
01-Jul-1966

Next Renewal Registered
01-Jul-2006

Class(es): 14
Division:
Agent Name: E. BLUM & CO.
Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

SARAH (TYPED)

Application Country Name SC8900003/
United States of America

Publication Number/Date 72-190,343
06-Apr-1964

Registration Number/Date

Status Number/Date 777.378
22-Sep-1964

Next Renewal Registered
22-Sep-2004

Class(es): 14
Division:
Agent Name:
Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

SARAH COV.

Application Country Name SC8800011/
Aruba

Publication Number/Date 51.922

Registration Number/Date

Status Number/Date 11986
01-Jan-1986

Next Renewal Registered
31-Dec-2005

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

Attorney(s):
Division Ref:
Agent Ref:

TRADEMARK

REEL: 002849 FRAME: 0034

Trademark List

Thursday, January 29, 2004

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

Next Renewal
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 List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH COVENTRY

Application
Country Name

SC95000348/
Austria

Class(es): 14

Division:

Agent Name: SONN, PAWLOY, WEINZINGER & WOLFRAM
Owner Name: LIFESTYLE BRANDS, LTD.

Registration
Number/Date

AM5644/2003
29-Aug-2003

Attorney(s):
Division Ref:
Agent Ref:

Status
Number/Date

Pending

Next Renewal

SARAH COVENTRY

SC8800036/
Bahamas

Class(es): 14

Division:

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

6823
12-Aug-1985

Attorney(s):
Division Ref:
Agent Ref:

Registered
12-Aug-2013

SARAH COVENTRY

SC8800039/
Bahamas

Class(es): 03

Division:

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

7180
31-May-1986

Attorney(s):
Division Ref:
Agent Ref:

Registered
30-May-2014

SARAH COVENTRY

SC9300005/
Benelux

Class(es): 14

Division:

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

29-Jul-1971

Attorney(s):
Division Ref:
Agent Ref:

45974
29-Jul-1971

Registered
29-Jul-2013

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH COVENTRY

Application
Country Name

SC8800050/
Bermuda

Class(es): 14

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Registration
Number/Date

6966
16-Jul-1985

Attorney(s):
Division Ref:
Agent Ref:

Next Renewal

Registered
16-Jul-2013

SARAH COVENTRY

821569473
26-Apr-1999

29-Jun-1999

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

821869647
30-Jul-1999

05-Oct-1999

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

25-May-1960

Class(es): 14

Division:

Agent Name: FETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

141729
03-Sep-1963

Registered
03-Sep-2010

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH COVENTRY

Application
Country Name

9500250/
Canada

Class(es): 14, 18, 25

Division:

Agent Name: FETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Publication
Number/Date

TMA253193
30-Mar-1977

Registration
Number/Date

253193
28-Nov-1980

Attorney(s):

Division Ref:

Agent Ref: 73057-28EX

Next Renewal

Registered
28-Nov-2010

SARAH COVENTRY

SC9100022/
Canada

Class(es): 21

Division:

Agent Name: FETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

684387
19-Jun-1991

425514
25-Mar-1994

Attorney(s):

Division Ref:

Agent Ref:

Registered
25-Mar-2009

SARAH COVENTRY

SC9200013/
Canada

Class(es): 09

Division:

Agent Name: FETHERSTONHAUGH & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

710182
04-Aug-1992

421147
17-Dec-1993

Attorney(s):

Division Ref:

Agent Ref:

Registered
17-Dec-2008

SARAH COVENTRY

SC8800074/
Chile

Class(es): 14

Division:

Agent Name: SARGENT & KRAHN

Owner Name: SARAH COVENTRY, INCORPORATED

94759
25-Jun-1987

323260
23-Sep-1987

Attorney(s):

Division Ref:

Agent Ref:

Registered
23-Sep-2007

TRADEMARK

REEL: 002849 FRAME: 0038

Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark

SARAH COVENTRY

Application Country Name

SC9500015/
Czech Republic

Class(es): 14

Division:

Agent Name: LOVELL WHITE DURRANT

Owner Name: LIFESTYLE BRANDS, LTD.

Registration Number/Date

181362
30-Nov-1994

Attorney(s):
Division Ref:
Agent Ref:

Next Renewal

Registered
22-Jun-2013

SARAH COVENTRY

10232/1993
27-Sep-1993

Class(es): 14

Division:

Agent Name:

Owner Name: LIFESTYLE BRANDS, LTD.

15325/2000
27-Sep-1993

Attorney(s):
Division Ref:
Agent Ref:

Registered
27-Sep-2014

SARAH COVENTRY

630.1987
16-Nov-1987

Class(es): 14

Division:

Agent Name: SIGURJONSSON & THOR

Owner Name: LIFESTYLE BRANDS, LTD.

55.1988
11-Apr-1988

Attorney(s):
Division Ref:
Agent Ref:

Registered
11-Apr-2008

SARAH COVENTRY

910/103
08-Jan-1991

Class(es): 14

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

146940
08-Jan-1991

Attorney(s):
Division Ref:
Agent Ref:

Registered
08-Jan-2012

Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark

SARAH COVENTRY

Application Country Name

SC9300013/
Ireland

Class(es): 9

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Publication Number/Date

92/4685
02-Sep-1992

Registration Number/Date

B151516
02-Sep-1992

Attorney(s):

Division Ref:

Agent Ref:

Next Renewal

Registered
02-Sep-2009

SARAH COVENTRY

SC9300015/
Ireland

Class(es): 26

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

92/4688
02-Sep-1992

B151517
02-Sep-1992

Attorney(s):

Division Ref:

Agent Ref:

Registered
02-Sep-2009

SARAH COVENTRY

SC9100001/
Japan

Class(es): 09, 14

Division:

Agent Name: TOKYO AOYAMA AOKI LAW OFFICE/BAKER & MCKENZIE

Owner Name: LIFESTYLE BRANDS, LTD.

02-139381
14-Dec-1990

2528488
28-Apr-1993

Attorney(s):

Division Ref:

Agent Ref:

Registered
28-Apr-2013

SARAH COVENTRY

9500142/
Korea, Republic of

Class(es): 03, 08

Division:

Agent Name: KIM & CHANG

Owner Name: LIFESTYLE BRANDS, LTD.

94-18631
11-May-1994

319518
09-Aug-1995

Attorney(s):

Division Ref:

Agent Ref: 94-TPLA-0280/PK

Registered
09-Aug-2005

TRADEMARK

REEL: 002849 FRAME: 0040

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH COVENTRY

Application
Country Name

97000704/
Korea, Republic of

Class(es): 14

Division:

Agent Name: KIM & CHANG

Owner Name: LIFESTYLE BRANDS, LTD.

Publication
Number/Date

368208
19-Mar-1999

Registration
Number/Date

Attorney(s):
Division Ref:
Agent Ref:

Status
Number/Date

608522
30-Apr-1999

Next Renewal
Instructed

Registered
19-Mar-2009

Class(es): 14

Division:

Agent Name: GOODRICH, RIQUELME & ASSOCIATES

Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

SARAH COVENTRY

SC8800127/
Montserrat

Class(es): 14

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

12-Aug-1971

636
12-Aug-1971

Registered
12-Aug-2013

Attorney(s):
Division Ref:
Agent Ref:

SARAH COVENTRY

SC8800133/
Montserrat

Class(es): 14

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

12-Jul-1972

693
12-Jul-1972

Registered
12-Jul-2014

Attorney(s):
Division Ref:
Agent Ref:

TRADEMARK

REEL: 002849 FRAME: 0041

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH COVENTRY

Application
Country Name

SC9300011/
Namibia

Class(es): 14

Division:

Agent Name: SPOOR & FISHER - PRETORIA
Owner Name: LIFESTYLE BRANDS, LTD.

Publication
Number/Date

92/0874
01-Sep-1992

Registration
Number/Date

10-Jul-1996

Attorney(s):
Division Ref:
Agent Ref:

Status
Number/Date

92/0874
13-Nov-1996

Next Renewal
Registered
01-Sep-2012

SARAH COVENTRY

SC8800138/
Netherlands Antilles

Class(es): 14

Division:

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

12452
04-Aug-1982

Registered
26-May-2012

Attorney(s):
Division Ref:
Agent Ref:

SARAH COVENTRY

SC9200014/
Netherlands Antilles

Class(es): 14

Division:

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

16933
02-Dec-1991

16933
02-Dec-1991

Registered
02-Sep-2021

Attorney(s):
Division Ref:
Agent Ref:

SARAH COVENTRY

SC8800141/
New Zealand

Class(es): 14

Division:

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

82861
30-Nov-1966

Registered
30-Nov-2015

Attorney(s):
Division Ref:
Agent Ref:

TRADEMARK

REEL: 002849 FRAME: 0042

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH COVENTRY

Application
Country Name

SC9300007/
Sarawak

Class(es): 14

Division:

Agent Name: DONALDSON & BURKINSHAW

Owner Name: LIFESTYLE BRANDS, LTD.

Publication
Number/Date

26862
02-Apr-1990

Registration
Number/Date

26862
02-Apr-1990

Attorney(s):
Division Ref:
Agent Ref:

Next Renewal

Registered
02-Apr-2004

SARAH COVENTRY

SC9500017/
Slovakia

Class(es): 14

Division:

Agent Name: LOVELL - PRAGUE

Owner Name: LIFESTYLE BRANDS, LTD.

POZ 1511-93
27-Aug-1993

180410
23-Apr-1998

14-Jan-1998

Attorney(s):
Division Ref:
Agent Ref:

Registered
27-Aug-2013

SARAH COVENTRY

SC9500005/
South Africa

Class(es): 26

Division:

Agent Name: SPOOR & FISHER - PRETORIA

Owner Name: LIFESTYLE BRANDS, LTD.

93/11243
26-Nov-1993

93/11243
26-Nov-1993

Attorney(s):
Division Ref:
Agent Ref:

Registered
26-Nov-2013

SARAH COVENTRY

SC9500006/
South Africa

Class(es): 14

Division:

Agent Name: SPOOR & FISHER - PRETORIA

Owner Name: LIFESTYLE BRANDS, LTD.

93/11242
26-Nov-1993

93/11242
26-Nov-1993

Attorney(s):
Division Ref:
Agent Ref:

Registered
26-Nov-2013

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH COVENTRY

Application
Country Name

95000352/
Switzerland

Class(es): 14

Division:

Agent Name: E. BLUM & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

Publication
Number/Date

22-Aug-1963

Registration
Number/Date

327318
07-Aug-1983

Attorney(s):
Division Ref:
Agent Ref:

Next Renewal

Registered
07-Aug-2013

SARAH COVENTRY

SC8800178/
Switzerland

Class(es): 14

Division:

Agent Name: E. BLUM & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

199521
22-Aug-1963

Attorney(s):
Division Ref:
Agent Ref:

Registered
22-Aug-2003

SARAH COVENTRY

9500226/
Taiwan

Class(es): 8

Division:

Agent Name: UNION PATENT SERVICE CENTER

Owner Name: LIFESTYLE BRANDS, LTD.

83-40467
01-Apr-1995

Attorney(s):
Division Ref:
Agent Ref:

676525
01-Apr-1995

Registered
01-Apr-2005

SARAH COVENTRY

SC8800179/
Trinidad and Tobago

Class(es): 3

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

20-Jul-1971

Attorney(s):
Division Ref:
Agent Ref:

6927
20-Jul-1971

Registered
20-Jul-2009

TRADEMARK

REEL: 002849 FRAME: 0044

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH COVENTRY

Application
Country Name
SC9100016/
United Kingdom

Registration
Number/Date

1451907
07-Jan-1991

Attorney(s):
Division Ref:
Agent Ref:

Next Renewal
Registered
07-Jan-2012

Class(es): 14

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: PLAYBOY PREFERRED, INC.

SARAH COVENTRY

Application
Country Name
SC9200008/
United Kingdom

B1511681
26-Aug-1992

Attorney(s):
Division Ref:
Agent Ref:

Registered
26-Aug-2009

Class(es): 9

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

SARAH COVENTRY

Application
Country Name
SC9200011/
United Kingdom

B1511682
26-Aug-1992

Attorney(s):
Division Ref:
Agent Ref:

Registered
26-Aug-2009

Class(es): 26

Division:

Agent Name: FRANK B. DEHN & CO.

Owner Name: LIFESTYLE BRANDS, LTD.

SARAH COVENTRY

Application
Country Name
SC9500023/
United States of America

2647004
11-May-2002

Attorney(s):
Division Ref:
Agent Ref:

Registered
11-May-2012

Class(es): 25

Division:

Agent Name:

Owner Name: LIFESTYLE BRANDS, LTD.

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH COVENTRY

Application
Country Name

SC95000328/
United States of America

Class(es): 18

Division:

Agent Name:

Owner Name: LIFESTYLE BRANDS, LTD.

Publication
Number/Date

78/098100
13-Dec-2001

Registration
Number/Date

17-Sep-2002

Attorney(s):
Division Ref:
Agent Ref:

Status
Number/Date

Published

Next Renewal

Published

SARAH COVENTRY

SC95000331/
United States of America

Class(es): 9

Division:

Agent Name:

Owner Name: LIFESTYLE BRANDS, LTD.

Publication
Number/Date

76/384771
20-Mar-2002

Registration
Number/Date

18-Mar-2003

Attorney(s):
Division Ref:
Agent Ref:

Status
Number/Date

Published

SARAH COVENTRY

SC9300004/
Zambia

Class(es): 14

Division:

Agent Name: SPOOR AND FISHER - JERSEY

Owner Name: LIFESTYLE BRANDS, LTD.

286/92
15-Sep-1992

Registration
Number/Date

286/92
01-Apr-1997

Attorney(s):
Division Ref:
Agent Ref:

Status
Number/Date

Registered
15-Sep-2013

SARAH COVENTRY

SC9500002/
Zimbabwe

Class(es): 14

Division:

Agent Name: SPOOR AND FISHER - JERSEY

Owner Name: LIFESTYLE BRANDS, LTD.

947/92
03-Sep-1992

Registration
Number/Date

947/92
03-Sep-1992

Attorney(s):
Division Ref:
Agent Ref:

Status
Number/Date

Registered
03-Sep-2012

TRADEMARK

REEL: 002849 FRAME: 0046

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH COVENTRY & BUTTERFLY DEVICE

Application
Country Name
Publication
Number/Date
190/94
26-Jul-1994

Registration
Number/Date
10-May-1995

Next Renewal
Published
26-Jul-2004

Class(es): 25
Division:
Agent Name: SPOOR & FISHER - PRETORIA
Owner Name: LIFESTYLE BRANDS, LTD.

SARAH COVENTRY & BUTTERFLY DEVICE

948/92
03-Sep-1992

Registered
03-Sep-2012

Class(es): 14
Division:
Agent Name: SPOOR AND FISHER - JERSEY
Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

SARAH COVENTRY (SCRIPT)

SC9000007/
Australia

1959/2
14-Jul-1965

Registered
14-Jul-2010

Class(es): 14
Division:
Agent Name: SPRUSON & FERGUSON
Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

SARAH COVENTRY (Signature)

SC8800183/
United Kingdom

997381
22-Aug-1972

Registered
22-Aug-2007

Class(es): 14
Division:
Agent Name: FRANK B. DEHN & CO.
Owner Name: PLAYBOY PREFERRED, INC.

Attorney(s):
Division Ref:
Agent Ref:

Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark

SARAH COVENTRY (TYPED)

Application Country Name Publication Number/Date
SC8800212/ United States of America 72-001851 01-Feb-1956

Class(es): 14
Division:
Agent Name:
Owner Name: LIFESTYLE BRANDS, LTD.

Registration Number/Date

636452 30-Oct-1956

Attorney(s):
Division Ref:
Agent Ref:

Next Renewal Registered 30-Oct-2006

SARAH COVENTRY AND BUTTERFLY DESIGN

SC9000008/ Germany L 33462/3Wz 26-Apr-1990

Class(es): 3,5,9,14,18,21,25,26
Division:
Agent Name: LICHTENSTEIN, KORNER & PARTNER
Owner Name: LIFESTYLE BRANDS, LTD.

1186841 29-Jan-1993

Attorney(s):
Division Ref:
Agent Ref:

Registered 26-Apr-2010

SARAH COVENTRY AND BUTTERFLY DESIGN

SC9500007/ South Africa 92/7234 28-Aug-1992

Class(es): 14
Division:
Agent Name: SPOOR & FISHER - PRETORIA
Owner Name: LIFESTYLE BRANDS, LTD.

B92/7234 28-Aug-1992

Attorney(s):
Division Ref:
Agent Ref:

Registered 28-Aug-2012

SARAH COVENTRY AND BUTTERFLY DESIGN

97000905/ United States of America 76/495973 11-Mar-2003

Class(es): 18
Division:
Agent Name:
Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

Pending

TRADEMARK

REEL: 002849 FRAME: 0048

Trademark List

Thursday, January 29, 2004

Case Number/Subcase
Trademark

SARAH COVENTRY AND BUTTERFLY DEVICE

Application
Country Name

SC9300009/
Namibia

Publication
Number/Date

92/0875
01-Sep-1992

Registration
Number/Date

05-Jun-1995

Status
Number/Date

Registered
01-Sep-2012

Class(es): 14

Division:

Agent Name: SPOOR & FISHER - PRETORIA
Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

SARAH COVENTRY and BUTTERFLY DEVICE

SC8900006/
South Africa

89/3239
14-Apr-1989

Registered
14-Apr-2009

Class(es): 25

Division:

Agent Name: SPOOR & FISHER - PRETORIA
Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

SARAH COVENTRY HERITAGE

97000903/
Australia

555138
01-May-1991

Registered
01-May-2011

Class(es): 14

Division:

Agent Name: SPRUSON & FERGUSON
Owner Name: LIFESTYLE BRANDS, LTD.

Attorney(s):
Division Ref:
Agent Ref:

SARAH COVENTRY HERITAGE

9600618/
Canada

821,730
27-Aug-1996

Registered
11-Aug-2012

Class(es): 14

Division:

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

Attorney(s):
Division Ref:
Agent Ref:

Case Number/Subcase
Trademark

SARAH COVENTRY SUPREME

Application
Country Name
SC9400015/
Mexico
Class(es): 14
Division:
Agent Name: GOODRICH, RIQUELME & ASSOCIATES
Owner Name: LIFESTYLE BRANDS, LTD.

Publication
Number/Date
201,930
13-Jun-1994

Status
Number/Date
467483
22-Jul-1994

Attorney(s):
Division Ref:
Agent Ref:

Next Renewal
Registered
13-Jun-2004

SARAH COVENTRY with BUTTERFLY DESIGN

SC8900009/
Italy
Class(es): 3, 11, 18, 24, 25
Division:
Agent Name: SOCIETA ITALIANA BREVETTI
Owner Name: LIFESTYLE BRANDS, LTD. (Owner in Dialog listed as "Licensing")

571221
18-May-1992

Registered
06-Sep-2009

Attorney(s):
Division Ref:
Agent Ref:

SARAH COVENTRY with Butterfly Design

SC8900014/
Italy
Class(es): 14
Division:
Agent Name: SOCIETA ITALIANA BREVETTI
Owner Name: LIFESTYLE BRANDS, LTD. (Owner in Dialog listed as "Licensing")

575289
10-Jan-1992

Registered
05-Oct-2009

Attorney(s):
Division Ref:
Agent Ref:

SARAH COVENTRY with BUTTERFLY DESIGN

SC95000340/
United States of America
Class(es): 14
Division:
Agent Name:
Owner Name: LIFESTYLE BRANDS, LTD.

76402472
01-May-2002
23-Sep-2003

Published

Attorney(s):
Division Ref:
Agent Ref:

Trademark List

Thursday, January 29, 2004

Case Number/Subcase Trademark

SARAH COVENTRY with BUTTERFLY DESIGN

Application Country Name Publication Number/Date
SC95000343/ United States of America 76/402047
01-May-2002

Class(es): 25
Division:
Agent Name:
Owner Name: LIFESTYLE BRANDS, LTD.
Registration Number/Date: 12-Nov-2002
Attorney(s):
Division Ref:
Agent Ref:

Status Number/Date
Next Renewal
Published

SARAH COVENTRY with Butterfly Design

Application Country Name Publication Number/Date
SC95000344/ United States of America 76/402013
01-May-2002

Class(es): 18
Division:
Agent Name:
Owner Name: LIFESTYLE BRANDS, LTD.
Registration Number/Date: 04-Nov-2003
Attorney(s):
Division Ref:
Agent Ref:

Status Number/Date
Next Renewal
Published

SARAH COVENTRY with BUTTERFLY DESIGN

Application Country Name Publication Number/Date
SC95000346/ United States of America 76/402471
01-May-2002

Class(es): 9
Division:
Agent Name:
Owner Name: LIFESTYLE BRANDS, LTD.
Registration Number/Date: 12-Nov-2002
Attorney(s):
Division Ref:
Agent Ref:

Status Number/Date
Next Renewal
Published

SARAH COVENTRY with Butterfly Design

Application Country Name Publication Number/Date
SC9300002/ Zambia 285/92
15-Sep-1992

Class(es): 14
Division:
Agent Name: SPOOR AND FISHER - JERSEY
Owner Name: LIFESTYLE BRANDS, LTD.
Registration Number/Date: 285/92
01-Apr-1997
Attorney(s):
Division Ref:
Agent Ref:

Status Number/Date
Next Renewal
Registered
15-Sep-2013

Trademark List

Case Number/Subcase Trademark SC
 Application Country Name SC8800068/
 Canada
 Class(es): 14
 Division:
 Agent Name: FETHERSTONHAUGH & CO.
 Owner Name: LIFESTYLE BRANDS, LTD.

Publication Number/Date
 25-Jan-1966

Registration Number/Date
 148,355
 02-Dec-1966

Status Number/Date
 Registered
 02-Dec-2011

Attorney(s):
 Division Ref:
 Agent Ref:

SC & BUTTERFLY DESIGN (OLD)

Application Country Name SC8800241/
 United States of America
 Class(es): 18
 Division:
 Agent Name:
 Owner Name: LIFESTYLE BRANDS, LTD.

Publication Number/Date
 73693101
 02-Nov-1987

Status Number/Date
 1503021
 06-Sep-1988

Registered
 06-Sep-2008

Attorney(s):
 Division Ref:
 Agent Ref:

SC & BUTTERFLY DESIGN (OLD)

Application Country Name SC8800242/
 United States of America
 Class(es): 3
 Division:
 Agent Name:
 Owner Name: LIFESTYLE BRANDS, LTD.

Publication Number/Date
 73692363
 29-Oct-1987

Status Number/Date
 1491870
 14-Jun-1988

Registered
 14-Jun-2008

Attorney(s):
 Division Ref:
 Agent Ref:

SC & BUTTERFLY DESIGN (OLD)

Application Country Name SC8800243/
 United States of America
 Class(es): 14
 Division:
 Agent Name:
 Owner Name: LIFESTYLE BRANDS, LTD.

Publication Number/Date
 73692464
 29-Oct-1987

Status Number/Date
 1492152
 14-Jun-1988

Registered
 14-Jun-2008

Attorney(s):
 Division Ref:
 Agent Ref:

Trademark List

Case Number/Subcase Trademark
 SC & BUTTERFLY DESIGN (OLD)
 Application Country Name SC8800244/ United States of America
 Publication Number/Date 73692437 29-Oct-1987
 Status Number/Date 1492548 14-Jun-1988
 Next Renewal Registered 14-Jun-2008
 Class(es): 35
 Division:
 Agent Name:
 Owner Name: LIFESTYLE BRANDS, LTD.
 Attorney(s):
 Division Ref:
 Agent Ref:

SC (TYPED)
 SC8800240/ United States of America
 Publication Number/Date 72193707
 Status Number/Date 788735 27-Apr-1965
 Next Renewal Registered 27-Apr-2005
 Class(es): 14
 Division:
 Agent Name:
 Owner Name: LIFESTYLE BRANDS, LTD.
 Attorney(s):
 Division Ref:
 Agent Ref:

THE ART IS IN THE WEARING
 SC9100002/ Japan
 Publication Number/Date 02-139385 14-Dec-1990
 Status Number/Date 2528489 28-Apr-1993
 Next Renewal Registered 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:

Domain Name Schedule

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