

10/22/03



10-27-2003



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Form PTO-1594 (Rev. 10/02)

RECG.

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

TRADEMARKS ONLY

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
 PUMA (Schweiz) AG  
 Solothurnst. 44  
 CH-2543 Lengnau bei Biel, SWITZERLAND

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation  
 Other Swiss Joint Stock Company

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

2. Name and address of receiving party(ies)  
 Name: PUMA AG Rudolf Dassler Sport  
 Internal  
 Address: \_\_\_\_\_  
 Street Address: Wuerzburger Str. 13  
 City: Herzogenaurach Country: Germany Zip: D-91074  
 Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other German Joint Stock Company

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 \_\_\_\_\_

Execution Date July 9, 2003

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s)  
76/499709

Additional number(s) attached  Yes  No

B. Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Nixon Peabody LLP  
 Internal Address: Suite 900  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Street Address: 401 9<sup>th</sup> Street, N.W.  
 \_\_\_\_\_  
 City: Washington State: DC Zip: 20004

6. Total number of applications and registrations involved: .....

7. Total fee (37 CFR 3.41)..... \$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account if additional fees deemed necessary

8. Deposit account number:  
19-2380 (740497-25)

(Attach duplicate copy of this page if paying by deposit account)

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

David S. Safran                      [Signature]                      October 22, 2003  
 Name of Person Signing                      Signature                      Date

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

10/24/2003 ECOMPER 00000079 76499709  
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Mail documents to be recorded with required cover sheet information to:  
 Commissioner of Patent & Trademarks, Box Assignments  
 Washington, D.C. 20231

NVA280122.1

TRADEMARK  
 REEL: 002851 FRAME: 0491

Docket: 740120-207

ASSIGNMENT OF TRADEMARKS


WHEREAS PUMA (Schweiz) AG, a Swiss joint stock company duly organized and existing under the laws of Switzerland, located and doing business at Solothurnstr. 44, CH-2543 Lengnau bei Biel, SWITZERLAND (hereinafter referred to as ASSIGNOR) has adopted, used and is using the trademark SPORTLIFESTYLE which is the subject of United States Trademark Application No. 76/499709 which claims priority of Swiss Application No. 00435/2003, filed January 28, 2003; and


WHEREAS PUMA AG Rudolf Dassler Sport, a German joint stock company duly organized and existing under the laws of the Federal Republic of Germany, located and doing business at Wuerzburger Str. 13, D-91074 Herzogenaurach, Federal Republic of Germany (hereinafter referred to as ASSIGNEE) has acquired the rights in said Swiss Application No. 00435/2003 and the resulting Swiss Trademark Registration No. 508200, and is desirous of acquiring the rights to said trademark in the United States and United States Trademark Application No. 76/499709 directed thereto;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer unto ASSIGNEE the entire right, title and interest in and to said trademark together with the goodwill of the business symbolized by said trademark and the above identified application and any registration resulting therefrom, and hereby authorizes the U.S. Patent and Trademark Office to issue the pending application 76/499709 in the name of ASSIGNEE.

PUMA (Schweiz) AG

17. Oct., 2003  
Date

by   
Name: S. Kropf  
Title: CEO

  
M. Schurr  
CFO

TRADEMARK