

11-21-2003

ATTY DKT: 329-690

FORM PTO-1594

(Rev. 6-93)

OMB No. 0651-0011 (exp. 4/94)



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TRADEMARKS ONLY

SHEET

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) 10-20-03
CULTURAL CELEBRATION RESOURCES L.L.C.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other Limited Liability Company

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

2. Name and address of receiving party(ies)
Name: FRESH INTELLECTUAL PROPERTIES, INC.
Internal Address: _____

Street Address: 103 Foulk Road, Suite 202

City: Wilmington State: Delaware ZIP: 19803

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: September 12, 2003

Individual(s) citizenship: _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Delaware
 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

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

A. Trademark Application No.(s) 75/646,857 B. Trademark Registration No.(s)

Additional numbers attached? Yes No

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

Name: Thomas M. Galgano, GALGANO & BURKE

Internal Address: _____

Street Address: 300 Rabro Drive, Suite 135

Hauppauge New York 11788
 City State Zip Code

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$40.00

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 07-0130

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

11/20/2003 LNUELLER 00000169 75646857
 01 FC 8521 40.00 DP

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.

Thomas M. Galgano [Signature] 10/15/03
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and documents: _____



Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patents & Trademarks, Box Assignments
 Washington, D.C. 20231

10-20-2003

U.S. Patent & TMO/TM Mail Ropt Dt. #84

TRADEMARK
 REEL: 002866 FRAME: 0920

ASSIGNMENT

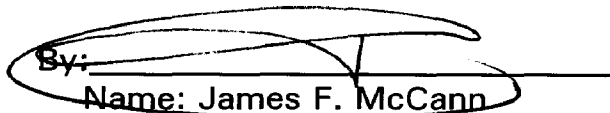
WHEREAS, CULTURAL CELEBRATION RESOURCES L.L.C. (hereinafter "ASSIGNOR"), having offices c/o Gallagher, Walker, Bianco & Plastaras, 98 Willis Avenue, Mineola, New York 11501, is the owner of the mark CELEBRATIONS, and U.S. Trademark application Serial No. 75/646,857, filed on February 17, 1999 in the U.S. Patent and Trademark Office (PTO);

WHEREAS, FRESH INTELLECTUAL PROPERTIES, INC., (hereinafter "ASSIGNEE") a Delaware corporation, having offices at 103 Foulk Road, Suite 202, Wilmington, Delaware 19803, is desirous of acquiring said mark and application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and/or other good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR, hereby assigns to ASSIGNEE, all right, title and interest in and to said mark and application, together with the portion of the business to which the mark pertains and the goodwill of the business connected with the use of and symbolized by said mark, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR, if this assignment had not been made, together with all claims for damages by reason of past infringement of said mark, with the right to sue for and collect the same for its own use and enjoyment, and for use and enjoyment of its successors, assigns, or other legal representatives.

Executed at Westbury, New York, this 12th day of September, 2003.

CULTURAL CELEBRATION RESOURCES LLC.

By: 
Name: James F. McCann
Title: Operating Manager