

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Simply Blue Inc.		06/07/2004	CORPORATION: WASHINGTON

RECEIVING PARTY DATA	
Name:	Seymour J. Blue LLC
Street Address:	2741 258th Place Southeast
City:	Sammamish
State/Country:	WASHINGTON
Postal Code:	98075
Entity Type:	Limited Liability Company: WASHINGTON

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Serial Number:	78184357	
Serial Number:	78184354	J
Serial Number:	78184358	
Serial Number:	78184351	J

CORRESPONDENCE DATA	
Fax Number:	(206)682-6031
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	206-622-4900
Email:	kevinco@seedip.com
Correspondent Name:	Kevin S. Costanza
Address Line 1:	701 Fifth Avenue
Address Line 2:	Suite 6300
Address Line 4:	Seattle, WASHINGTON 98104-7092

ATTORNEY DOCKET NUMBER:	810104.200
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NAME OF SUBMITTER:	Kevin S. Costanza
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CH \$115.00 78184357

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Simply Blue Inc. has adopted and used in its business the trademarks set forth in the attached "Schedule of Marks" hereinafter referred to as the Trademarks;

WHEREAS, Seymour J. Blue LLC, a corporation of the State of Washington having a place of business at 2741 258th Place S.E., Sammamish, Washington 98075, is desirous of acquiring the Trademarks.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for and in consideration of One Dollar (\$1.00) and other good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said Simply Blue Inc., by these presents, does sell, assign and transfer unto Seymour J. Blue LLC the entire right, title and interest in and to the Trademarks, and the goodwill of the business in connection with which the Trademarks are used and all claims for damages by reason of past infringement of the Trademarks, and the right to sue for and collect such damages.

Date

6/7/04

Simply Blue, Inc.

Mel Matsui, President

TRADEMARK

REEL: 002868 FRAME: 0894

SCHEDULE OF TRADEMARKS

UNITED STATES APPLICATIONS

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
Pocket Stitch Design	78/184357	November 12, 2002
Pocket Stitch Design	78/184354	November 12, 2002
Pocket Stitch Design	78/184358	November 12, 2002
Pocket Stitch Design	78/184351	November 12, 2002

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