

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
Iga Piro, Trustee of the STAD Trust		08/12/2004	TRUSTEE: UNITED STATES

RECEIVING PARTY DATA	
Name:	Adrian Ashkenazy
Street Address:	8822 Cynthia Street
City:	West Hollywood
State/Country:	CALIFORNIA
Postal Code:	90069
Entity Type:	INDIVIDUAL: UNITED STATES
Name:	Stefan Ashkenazy
Street Address:	8822 Cynthia Street
City:	West Hollywood
State/Country:	CALIFORNIA
Postal Code:	90069
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	1732356	
Registration Number:	1748066	L'ERMITAGE
Registration Number:	1975549	L'ERMITAGE

CORRESPONDENCE DATA	
Fax Number:	(626)577-8800
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	pto@cph.com
Correspondent Name:	Michael J. MacDermott
Address Line 1:	P.O. Box 7068

CH \$90.00 1732356

Address Line 4: Pasadena, CALIFORNIA 91109-7068

ATTORNEY DOCKET NUMBER:

48493/MM/L436

NAME OF SUBMITTER:

Michael J. MacDermott

Total Attachments: 3

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SERVICE MARK

SERVICE MARK ASSIGNMENT

WHEREAS, Iga Piore, an individual and citizen of the United States, as Trustee of the STAD Trust, is the owner of the marks identified on Schedule A hereto, which are registered with the United States Patent and Trademark Office; and

WHEREAS, Adrian Ashkenazy, an individual and citizen of the United States, and Stefan Ashkenazy, an individual and citizen of the United States with a place of business at 8822 Cynthia Street, West Hollywood, California 90069, are desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby lodged, said Iga Piore, Trustee of the STAD Trust, does hereby assign unto the said Adrian Ashkenazy, an undivided 50 percent interest and unto said Stefan Ashkenazy, an undivided 50 percent interest of the right, title in and to the said marks, identified on Schedule A, together with the goodwill of the business symbolized by the marks and the registrations identified on Schedule A.

Date 12 August, 2004

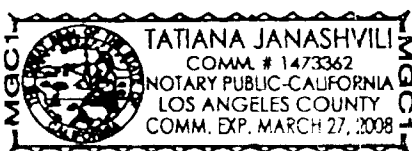

Iga Piore, Trustee of the STAD Trust

ASSIGNMENT
Docket No. 10/MM/L436

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)

On this 12 of August, 2004, before me Tatiana Janashvili, Notary Public, personally appeared Iga Pioro personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Tatiana Janashvili
Signature of Notary

MM/frs

SCHEDULE A

<u>Mark</u>	<u>Registration No.</u>	<u>Issue Date</u>
Crest Design	1,732,356	November 17, 1992
L'ERMITAGE	1,748,066	January 26, 1993
L'ERMITAGE	1,975,549	May 28, 1996

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