

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
American Silk Mills Corporation		04/29/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Gerli & Co., Inc.
Street Address:	41 Madison Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	78184248	CHENEY SILKS
Registration Number:	2634341	CHENEY VELVETS
Registration Number:	2775747	CHENEY

CORRESPONDENCE DATA

Fax Number: (914)684-0304

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 9146840600

Email: jackie@lilling.com

Correspondent Name: Lilling & Lilling P.C.

Address Line 1: PO BOX 560

Address Line 4: Goldens Bridge, NEW YORK 10526

NAME OF SUBMITTER:

Jacqueline Zion

Total Attachments: 2

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TRADEMARK
REEL: 002960 FRAME: 0110

ASSIGNMENT

WHEREAS, American Silk Mills Corporation., a corporation duly organized under and existing by virtue of the laws of the State of Delaware, and located and doing business at 41 Madison Avenue, New York, NY 10010, has used the trademark CHENEY VELVETS in connection with “Fabrics, namely velvet,” and is the owner of U.S. Trademark Registration No. 2634341 for the said mark CHENEY VELVETS on the Principal Register of the U.S. Patent and Trademark Office; CHENEY in connection with “Fabric, namely, velvet,” and is the owner of U.S. Trademark Registration No. 2775747 for the said mark CHENEY on the Principal Register of the U.S. Patent and Trademark Office; and has adopted and has a bona fide intent to use the mark CHENEY SILKS in the ordinary course of trade in interstate commerce in connection with “Silk fabric for printing patterns”, and is the owner of U.S. Trademark Application No. 78/184248 on the Principal Register of the U.S. Patent and Trademark Office.

WHEREAS, Gerli & Co., Inc., a corporation duly organized under and existing by virtue of the laws of Delaware, located and doing business 41 Madison Avenue, New York, NY 10010, is desirous of acquiring the said Trademarks CHENEY VELVETS, CHENEY and CHENEY SILKS, the said U.S. Trademark Registrations 2634341 and 2775747, together with the goodwill of the businesses symbolized by said marks, and the said U.S. Trademark Serial No. 78/184248, and the portion of the business to which it pertains.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said American Silk Mills Corporation does hereby sell, assign and transfer unto the said Gerli & Co., Inc. the entire right, title and interest in and to the Trademarks CHENEY VELEVETS, CHENEY and CHENEY SILKS, together with the good will of the business symbolized by the Trademarks and the portion of the business to which they pertain, and the said U.S. Trademark Registrations and Application Nos. 2634341, 2775747 and 78/184248 respectively.

The Trademarks CHENEY VELEVETS, CHENEY and CHENEY SILKS and the said U.S. trademark registrations and application nos. 2634341, 2775747 and 78/184248 respectively, to be held and enjoyed by the said Gerli & Co., Inc. for its own use and behoof, and for its successors and assigns, as fully and entirely as the same would have been held by the said American Silk Mills Corporation had this assignment and sale not been made.

American Silk Mills Corporation



Name: James J. Harowicz

Title: Vice President/ CFO

Date: 4/29/04