

5/24/04  
RECORD  
TRAJ

05-26-2004



102752799

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp.  
5/31/2001)

DEPARTMENT OF COMMERCE  
Patent and Trademark Office

Tab settings => => =>

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

1. Name of conveying party(ies):  
Villaware Manufacturing Company

Individual(s)                       Association  
 General Partnership           Limited Partnership  
 Corporation-State: Ohio  
 Other \_\_\_\_\_

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

2. Name and address of receiving party(ies)  
Name: Tilia International, Inc.  
Internal  
Address: \_\_\_\_\_  
Street Address: 303 Second Street, North Tower, 5<sup>th</sup> Floor  
City: San Francisco, State: CA                      Zip: 94107

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

3. Nature of conveyance:  
 Assignment                                   Merger  
 Security Agreement                       Change of Name  
 Other \_\_\_\_\_

Execution Date: October 6, 2003

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s) \_\_\_\_\_  
 B. Trademark Registration No.(s)  
 1978109

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Brian R. Coleman  
 Internal Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Street Address: 101 Jefferson Drive  
 \_\_\_\_\_  
 City: Menlo Park                      State: CA                      Zip: 94025

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 amount

8. Deposit account number:  
 50-2207

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

OPR/FINANCE  
MAY 24 PM 9:02

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

Brian R. Coleman                                  \_\_\_\_\_                                  5/21/2004  
 Name of Person Signing                                  Signature                                  Date

05/25/2004 ECOOPER 00000065 502207 1978109 number of pages including cover sheet, attachments, and documents:

TRADEMARK  
REEL: 002973 FRAME: 0293

## **TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT is effective as of the 6th day of October 2003 by and between TILIA INTERNATIONAL, INC. ("Assignee") and VILLAWARE MANUFACTURING COMPANY ("Assignor").

WHEREAS, Assignor, a corporation organized and existing under the laws of the state of Ohio, with a place of business located at 18901 Euclid Avenue, Cleveland Ohio 44117, is the owner of the trademarks listed on Schedule A hereto (collectively, the "Marks");


WHEREAS, Assignee, a corporation organized and existing under the laws of the state of Delaware, with a place of business located at 555 Theodore Fremd Avenue, Suite B-302, Rye, New York 10580, is desirous of acquiring all of Assignor's right, title and interest in and to the Marks and any associated goodwill; and

WHEREAS, Assignor has agreed to assign to Assignee its entire right, title and interest in and to the Marks and the related goodwill.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged by Assignor, effective as of the date first written above, Assignor does hereby assign and transfer unto Assignee, its entire right, title and interest in and to the Marks in the United States of America, for all goods and services of every and any kind, and the goodwill of the business symbolized by and associated with the Marks, including all common law rights therein and the right to sue for past and future infringement thereof.

IN WITNESS WHEREOF, the Assignor has duly executed this Assignment as of the date first written above.

VILLAWARE MANUFACTURING CO.

By:   
Name: Robert G. Vitantonio

Title: President

**Schedule A – Trademarks**

**Federal Registrations**

1. VILLAWARE, U.S. Reg. No. 1,978,109

**Common Law Trademarks**

1. UNO
2. PRIMA
3. PREGO
4. VICTORIO
5. VILLACLASIC
6. INTERBAKE
7. MAXI
8. SMOOTHEE-BAR
9. AL DENTE
10. BEEBO
11. BRAVO

#189267.2