

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
MSC Industrial Direct Co., Inc.		12/14/2004	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Kaja Productions, Inc.		
Street Address:	75 Maxess Road		
City:	Melville		
State/Country:	NEW YORK		
Postal Code:	11747		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2838993	BLUE BARGAINS	
CORRESPONDENCE DATA			
Fax Number:	(212)894-5765		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-940-6365		
Email:	bret.danow@kmzr.com		
Correspondent Name:	Bret J. Danow		
Address Line 1:	575 Madison Avenue		
Address Line 4:	New York, NEW YORK 10022-2585		
ATTORNEY DOCKET NUMBER:	056288-89046		
NAME OF SUBMITTER:	Bret J. Danow		
Total Attachments: 1 source=BLUE BARGAINS Assignment#page1.tif			

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U.S. TRADEMARK ASSIGNMENT

WHEREAS, MSC Industrial Direct Co., Inc., a corporation organized under the laws of the State of New York, having offices at 75 Maxess Road, Melville, New York, 11747 ("Assignor"), is the owner of the U.S. Trademark Registration No. 2,838,993 for the mark BLUE BARGAINS (the "Mark"); and

WHEREAS, Kaja Productions, Inc., a corporation organized under the laws of the State of New York, having offices at 75 Maxess Road, Melville, New York, 11747 ("Assignee"), is desirous of acquiring the Mark and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Mark, together with the goodwill of the business symbolized by such Mark, and the right to sue for past infringements.

IN WITNESS WHEREOF, Assignor has signed this Assignment this 14 day of December, 2004.

MSC INDUSTRIAL DIRECT CO., INC.

By: 

Name: Thomas Eccleston

Title: *V.P. SECRETARY*