

Tab settings



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original documents or copy thereof.

1. Name of conveying party(ies):

HOAN PRODUCTS LTD.

7.12.04

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: July 1, 2004

2. Name and address of receiving party(ies):

Name: LIFETIME HOAN CORPORATION

Internal Address:

Street Address: One Merrick Avenue

City: Westbury State: NY ZIP: 11590-6601

- 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

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,137,417
1,762,469

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: PERRY TEITELBAUM, ESQ.

Internal Address:

GOODMAN & TEITELBAUM

Street Address: 26 COURT STREET

SUITE 1400

City: BROOKLYN State: NY ZIP: 11242

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 3.41): \$ 65.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

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

07/13/2004 BYRNE 00000118 1137417

DO NOT USE THIS SPACE

01 FC:0521
02 FC:0522

40.00 OP
25.00 OP

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.

PERRY TEITELBAUM

Name of Person Signing

July 7, 2004

Signature

Date

Total number of pages comprising cover sheet:

2

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

TRADEMARK

ASSIGNMENT

WHEREAS, HOAN PRODUCTS LTD., a New Jersey corporation, has adopted, used and owns the following two (2) Trademarks in the United States Patent and Trademark Office:

(1) Registration No. 1,137,417 covering the mark HOAN HOUSEWARES OF ALL NATIONS and design, for goods in Int. Class 21 (U.S. Cls. 2 and 23), issued on July 1, 1980; and

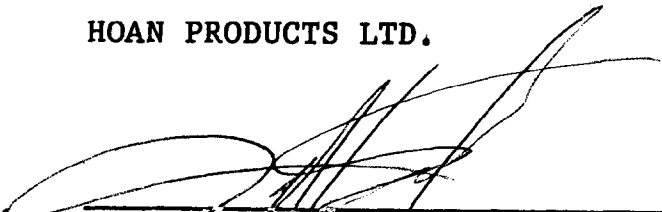
(2) Registration No. 1,762,469 covering the mark HOAN and design, for goods in Int. Classes 8, 9, 16, 20 and 21 (U.S. Cls. 2, 13, 14, 23, 26, 29, 37 and 50), issued on April 6, 1993.

WHEREAS, LIFETIME HOAN CORPORATION, a Corporation of the State of Delaware, having a principal place of business at One Merrick Avenue, Westbury, New York 11590-6601, is desirous of acquiring said marks and the registrations thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said HOAN PRODUCTS LTD. does hereby assign unto the said LIFETIME HOAN CORPORATION, all rights, title and interest in and to the said two (2) marks, together with all good will of the business symbolized by the marks, and the above-identified registrations thereof.

HOAN PRODUCTS LTD.

Dated: July 1, 2004

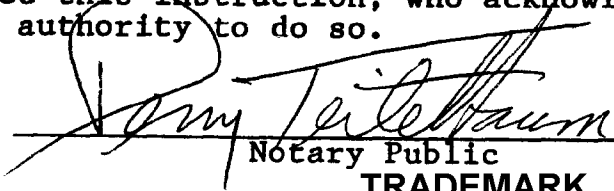


JEFF SIEGEL - CEO
An Officer of the Corporation

STATE OF NEW YORK)
COUNTY OF NASSAU) SS.

On this 1st day of July, 2004, before me appeared JEFF SIEGEL, the person who signed this instruction, who acknowledged that he signed it as freely with authority to do so.

PERRY TEITELBAUM
Notary Public, State of New York
No. 30-4870654 Qual. In Nassau Co.
Certificate Filed in Kings County
Commission Expires Aug. 18, 2006



Notary Public

TRADEMARK