

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
FRED, SOCIETE ANONYME		12/14/2004	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	FRED PARIS		
<b>Street Address:</b>	21, place Vendome 75001		
<b>City:</b>	Paris		
<b>State/Country:</b>	FRANCE		
<b>Entity Type:</b>	SOCIETE ANONYME:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1465273	FRED	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)527-7701		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	tmdocket@darbylaw.com		
<b>Correspondent Name:</b>	Darby & Darby P.C.		
<b>Address Line 1:</b>	P.O. Box 5257		
<b>Address Line 4:</b>	New York, NEW YORK 10150-5257		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Darby & Darby P.C.		
<b>Address Line 1:</b>	P.O. Box 5257		
<b>Address Line 4:</b>	New York, NEW YORK 10150-5257		
<b>NAME OF SUBMITTER:</b>	Karin Segall		
<b>Signature:</b>	/karin segall/		

OP \$40.00 1465273

Date:

02/10/2005

Total Attachments: 0

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