

09-22-2004

Form PTO-1594 (Rev. 06/04)  
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

RECOF  
TR



102841606

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

9-20-04

1. Name of conveying party(ies)/Execution Date(s):

NAARTJIE CUSTOM KIDS, INC.

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

Citizenship (see guidelines)

Execution Date(s) June 8, 2004

Additional names of conveying parties attached?  Yes  No

3. Nature of conveyance:

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

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: MENDERES HOLDING A.G.

Internal Address:

Address:

Street Address: ELISABETHENSTRASSE 62,

City: CH-4002 BASEL

State:

Country: SWITZERLAND Zip: CH-4002

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other

Citizenship Switzerland  
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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

76/468890

B. Trademark Registration No.(s)

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Trademark: NAARTJIE  
International Class 03

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

Name: Lawrence H. Binderow, Atty at Law

Internal Address:

Street Address: 1330 Camino Del Mar  
Suite 250

City: Del Mar,

State: California Zip: 92014

Phone Number: (858) 259-1940

Fax Number: (858) 259-8122

Email Address: binderow@lawyer.com

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

9. Signature: Lawrence H. Binderow  
Signature

September 14, 2004  
Date

Lawrence H. Binderow, Attorney at Law

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

09/21/2004 BYRNE 00000043 76468890

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40.00 OP

TRADEMARK  
REEL: 003048 FRAME: 0672

ASSIGNMENT

WHEREAS, NAARTJIE CUSTOM KIDS, INC., A DELAWARE CORPORATION, OF 826 MAHLER ROAD, BURLINGAME, CALIFORNIA 94010, HAS INTENDED TO USE THE MARK NAARTJIE IN COMMERCE FOR INTERNATIONAL CLASS 3 GOODS, AND HAS, AS OF NOVEMBER 12, 2002 FILED AN APPLICATION WITH THE UNITED STATES PATENT AND TRADEMARK OFFICE, NOW ASSIGNED SERIAL NO. 76-468890 INDICATING THAT INTENTION, BUT HAS NOT YET FILED AN ALLEGATION OF USE UNDER §§1(C) OR 1(D) OF THE TRADEMARK ACT, AND

WHEREAS, APPLICANT IS ASSIGNING THE MARK IN THE ABOVE-IDENTIFIED APPLICATION AS PART OF THE ENTIRE BUSINESS OR PORTION THEREOF TO WHICH THE MARK PERTAINS AS REQUIRED BY 15 U.S.C. §1060;

WHEREAS, MENDERES HOLDING A. G., A SWISS CORPORATION, OF ELISABETHENSTRASSE 62, CH-4002 BASEL, SWITZERLAND, IS DESIROUS OF ACQUIRING SAID TRADEMARK AND THE PENDING INTENT-TO-USE APPLICATION THEREFOR;

NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, THE RECEIPT OF WHICH IS HEREBY ACKNOWLEDGED, SAID NAARTJIE CUSTOM KIDS, INC. DOES HEREBY ASSIGN TO SAID MENDERES HOLDING A.G. ALL RIGHT, TITLE AND INTEREST IN AND TO THE ABOVE-REFERENCED TRADEMARK NAARTJIE, AND THE GOODWILL OF THE BUSINESS SYMBOLIZED THEREBY.

SIGNED AT BURLINGAME, CA, \_\_\_\_\_, THIS 9th DAY OF JUNE, 2004.

NAARTJIE CUSTOM KIDS, INC.  
A DELAWARE CORPORATION

BY: [Signature]  
ROBERT G. GOODING, PRESIDENT  
PRINT FULL NAME AND CORPORATE TITLE ABOVE

STATE OF CALIFORNIA  
COUNTY OF SAN MATEO

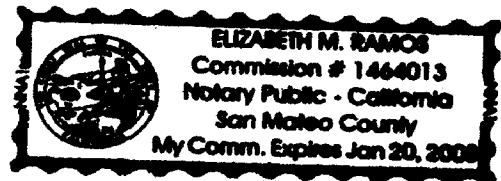
ELIZABETH M RAMOS, Notary Public

ON JUNE 8, 2004 BEFORE ME ROBERT GORDON GOODING PERSONALLY APPEARED, ROBERT GORDON GOODING PERSONALLY KNOWN TO ME (OR PROVED TO ME ON THE BASIS OF SATISFACTORY EVIDENCE) TO BE THE PERSON WHOSE NAME IS SUBSCRIBED TO THE ABOVE INSTRUMENT AND ACKNOWLEDGED TO ME THAT HE/SHE EXECUTED THE SAME IN HIS/HER AUTHORIZED CAPACITY, AND THAT BY HIS/HER SIGNATURE ON THE INSTRUMENT THE PERSON, OR THE ENTITY UPON BEHALF OF WHICH THE PERSON ACTED, EXECUTED THE INSTRUMENT.

WITNESS MY HAND AND OFFICIAL SEAL.

Elizabeth M Ramos  
NOTARY PUBLIC SIGNATURE

(SEAL)



UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARKS - INTENT TO USE DIVISION

Trademark Application Serial No.: 76-468890 )  
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Mark: NAARTJIE )  
 )  
International Class: 03 )  
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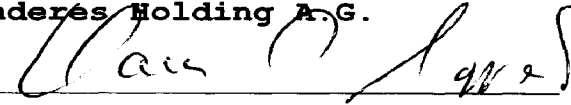
To the Honorable Commissioner for Patents and Trademarks  
UNITED STATES PATENT AND TRADEMARK OFFICE  
2900 Crystal Drive  
Arlington, VA 22202-3513

APPOINTMENT OF ATTORNEY AND  
DESIGNATION OF DOMESTIC REPRESENTATIVE

Assignee/Applicant, Menderes Holding A.G., a Swiss corporation, hereby appoints Lawrence H. Binderow, Attorney at Law, 1330 Camino Del Mar, Suite 250, Del Mar, California 92014 [Telephone: (858) 259-1940], a member of the Bar of the State of California its attorney herein, with full power of substitution and revocation, to transact all business in the Patent and Trademark Office and in the courts in connection with the above-referenced trademark application. Lawrence H. Binderow is also designated as domestic representative upon who may be served notices or process in proceedings affecting this mark.

Dated: July 9, 2004

Menderes Holding A.G.

By: 

Insert name and title above

Hans E. Moppert  
Chairman & CEO

Mailing Address:

Lawrence H. Binderow, Esq.  
1330 Camino Del Mar, Suite 250  
Del Mar, California 92014  
Telephone: (858) 259-1940  
Facsimile: (858) 259-8122