

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		SECURITY INTEREST	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lillian Vernon Corporation		05/31/2005	CORPORATION: DELAWARE
Rue De France, Inc.		05/31/2005	CORPORATION: DELAWARE
Everyday Celebrations, Inc.		05/31/2005	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	The CIT Group/Business Credit, Inc.		
Street Address:	1211 Avenue of the Americas		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 51			
Property Type	Number	Word Mark	
Serial Number:	76512367	LILLIAN VERNON'S WORLD OF CHRISTMAS	
Serial Number:	76510548	VERNON TIME	
Serial Number:	76501937	ANTIQUE COUNTRY SOAP SAMPLER	
Serial Number:	76501940	LILLIAN VERNON'S HOME SCENTS	
Registration Number:	2394343	A FRAGRANT YEAR	
Serial Number:	78529879	ALL PARTY, NO PAIN	
Registration Number:	2564550	AN ILLUMINATED YEAR	
Registration Number:	2880133	ANTIQUE COUNTRY SOAP SAMPLER	
Serial Number:	76604344	CALL 911	
Registration Number:	2934498	CELEBRATIONS BY LILLIAN VERNON	
Registration Number:	1836403	CHRISTMAS MEMORIES	
Registration Number:	1428561	EMERGENCY BUTTONS	

CH \$1290.00 76512367

Serial Number:	75933338	KITCHEN COMFORTS
Registration Number:	1285663	LILLIAN VERNON
Registration Number:	1108270	LILLIAN VERNON
Registration Number:	2161672	LILLIAN VERNON FAVORITES
Serial Number:	76330763	LILLIAN VERNON HAS THE PERFECT GIFT
Registration Number:	2838036	LILLIAN VERNON'S HOME SCENTS
Registration Number:	2887354	LILLIAN VERNON'S WORLD OF CHRISTMAS
Registration Number:	2498665	LILLIANA CAPODIMONTE COLLECTION
Registration Number:	1057804	LILLIKINS
Serial Number:	74326886	LILLY'S CELEBRATIONS
Serial Number:	75332015	LILLY'S GARDEN
Registration Number:	2599409	LILLY'S GARDEN
Serial Number:	74063868	LILLY'S KIDS
Serial Number:	74583798	LILLY'S KITCHEN
Serial Number:	76546334	LILLY'S KITCHEN
Registration Number:	1415927	MAGIC PICKUP
Registration Number:	1420784	MAKE-IT-BETTER STRIPS
Registration Number:	2633237	MIDNIGHT GARDEN
Registration Number:	2873800	MORE BOO FOR YOUR BUCK
Serial Number:	76612615	MYCELEBRATIONS.COM
Registration Number:	2076518	NEAT IDEAS
Serial Number:	76617037	PERSONAL STYLE BY LILLIAN VERNON
Registration Number:	2932501	PERSONALIZATION-PLUS
Registration Number:	1789451	RUE DE FRANCE
Registration Number:	2576831	SALES & BARGAINS
Registration Number:	2486337	SEASONAL DELIGHTS
Serial Number:	78529902	SIMPLE CELEBRATIONS EVERY DAY
Registration Number:	2018137	STORAGE PLUS
Registration Number:	2491373	THE BEST LITTLE SUITCASE IN THE WORLD
Serial Number:	76612618	THE CELEBRATIONS ADVANTAGE
Serial Number:	78529907	THE CELEBRATIONS CONNECTION
Serial Number:	78529889	THE FIRST PARTY THAT'S TRULY A PARTY
Registration Number:	1017042	TWINKLES
Registration Number:	1537908	WATCH CAT
Registration Number:	2876597	WE ARE YOUR HALLOWEEN HAUNTQUARTERS

Registration Number:	2398581	WHY STAND IN LINE WHEN YOU CAN SHOP ON LINE
Serial Number:	76079703	WINTER STAR
Serial Number:	76599930	
Serial Number:	76525364	LILLY'S BABIES

CORRESPONDENCE DATA

Fax Number: (212)593-5955

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2127562388

Email: daniel.angel@srz.com

Correspondent Name: Daniel Angel, Esq.

Address Line 1: 919 Third Avenue

Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Daniel Angel, Esq. (015386/0080)
Signature:	/sas for da/
Date:	06/29/2005

Total Attachments: 46

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TRADEMARK SECURITY AGREEMENT

TRADEMARK SECURITY AGREEMENT, dated as of May 31, 2005, by LILLIAN VERNON CORPORATION, a Delaware corporation, RUE DE FRANCE, INC., a Delaware corporation and EVERYDAY CELEBRATIONS, INC., a New York corporation (the "Grantors"), in favor of The CIT Group/Business Credit, Inc. ("CIT"), as agent for the Secured Parties (as defined in the Financing Agreement referred to below) (in such capacity, the "Agent").

WITNESSETH:

WHEREAS, pursuant to the Term Loan B Financing Agreement, dated as of May 31, 2005 (as the same may be amended, restated, supplemented or otherwise modified from time to time, the "Financing Agreement"), by and among Direct Holdings Americas Inc., a Delaware corporation ("Direct Holdings"), Direct Holdings Custom Publishing Inc., a Delaware corporation ("DH Custom"), Direct Holdings Education Inc., a Delaware corporation ("DH Education"), Alex Inc., a Delaware corporation ("Alex"), Direct Holdings.Com, Inc., a Delaware corporation ("Direct Holdings.com"), Direct Holdings Customer Service, Inc., a Delaware corporation ("DH Customer"), Direct Holdings Libraries Inc., a New York corporation ("DH Libraries" and, together with Direct Holdings, DH Custom, DH Education, Alex, Direct Holdings.com and DH Customer, the foregoing collectively, the "Borrowers"), Direct Holdings U.S. Corp., a Delaware corporation ("Holdings US"), Direct Holdings Worldwide L.L.C. (formerly known as LVC Holdings L.L.C.), a Delaware limited liability company (the "Parent"), each Subsidiary of the Parent listed as a "Guarantor" on the signature pages thereto (together with the Parent and Holdings US, each a "Guarantor" and collectively, the "Guarantors"), CIT and the other financial institutions party thereto from time to time as Lenders (the "Lenders"), and CIT, as agent for the Lenders (in such capacity, the "Agent"), the Lenders have severally agreed to make a tranche B term loan to the Borrowers upon the terms and subject to the conditions set forth therein;

WHEREAS, the Grantors and certain other subsidiaries are parties to the LVC Guaranty (as defined in the Financing Agreement), pursuant to which each Grantor has guaranteed the Obligations of all Borrowers, the Guarantors and the other LVC Guarantors; and

WHEREAS, each Grantor and certain other affiliates of the Grantors are parties to a Pledge and Security Agreement of even date herewith made in favor of the Agent (the "Pledge and Security Agreement") pursuant to which each Grantor is required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Lenders and the Agent to enter into the Financing Agreement and to induce the Lenders to make their respective extensions of credit to the Borrowers thereunder, each Grantor hereby agrees with the Agent as follows:

Section 1. Defined Terms

Unless otherwise defined herein, terms defined in the Financing Agreement or in the Security Agreement and used herein have the meaning given to them in the Financing Agreement or the Security Agreement.

Section 2. Grant of Security Interest in Trademark Collateral

Each Grantor, as collateral security for the full, prompt and complete payment and performance when due (whether at stated maturity, by acceleration or otherwise) of the Secured Obligations of such Grantor, hereby collaterally assigns, conveys, mortgages, pledges, hypothecates and transfers to the Agent for the benefit of the Secured Parties, and grants to the Agent for the benefit of the Secured Parties a Lien on and security interest in, all of its right, title and interest in, to and under the following Collateral of such Grantor (the "*Trademark Collateral*"):

all of its Trademarks and Trademark Licenses to which it is a party, including, without limitation, those referred to on *Schedule I* hereto;

all goodwill of the business connected with the use of, and symbolized by, each Trademark and each Trademark License;

all reissues, continuations or extensions of the foregoing; and

all Proceeds of the foregoing, including, without limitation, any claim by such Grantor against third parties for past, present, future infringement or dilution of any Trademark or Trademark licensed under any Trademark License or (ii) injury to the goodwill associated with any Trademark or any Trademark licensed under any Trademark License.

Security Agreement

The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Agent pursuant to the Security Agreement and each Grantor hereby acknowledges and affirms that the rights and remedies of the Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

[SIGNATURE PAGES FOLLOW]

IN WITNESS WHEREOF, the Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

LILLIAN VERNON CORPORATION,
as Grantor

By: 

Name: Richard Randall

Title: Executive Vice President and Chief
Financial Officer

RUE DE FRANCE, INC.,
as Grantor

By: _____

Name: Tom Scott

Title: Vice President, Assistant Secretary and
Assistant Treasurer

EVERYDAY CELEBRATIONS, INC.,
as Grantor

By: _____

Name: William Bennett

Title: Vice President and Treasurer

A & R LVC Trademark Security Agreement (DH Senior)

IN WITNESS WHEREOF, the Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

LILLIAN VERNON CORPORATION,
as Grantor

By: _____

Name: Richard Randall

Title: Executive Vice President and Chief
Financial Officer

RUE DE FRANCE, INC.,
as Grantor

By: Scott

Name: Tom Scott

Title: Vice President, Assistant Secretary and
Assistant Treasurer

EVERYDAY CELEBRATIONS, INC.,
as Grantor

By: _____

Name: William Bennett

Title: Vice President and Treasurer

IN WITNESS WHEREOF, the Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

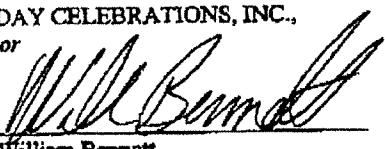
LILLIAN VERNON CORPORATION,
as Grantor

By: _____
Name: Richard Randall
Title: Executive Vice President and Chief
Financial Officer

RUE DE FRANCE, INC.,
as Grantor

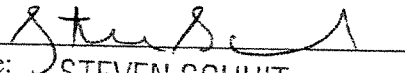
By: _____
Name: Tom Scott
Title: Vice President, Assistant Secretary and
Assistant Treasurer

EVERYDAY CELEBRATIONS, INC.,
as Grantor

By: 
Name: William Bennett
Title: Vice President and Treasurer

ACCEPTED AND AGREED.
as of the date first above written:

THE CIT GROUP/BUSINESS CREDIT, INC.,
as Agent

By: 
Name: STEVEN SCHUIT
Title: VICE PRESIDENT
TEAM LEADER

A & R LVC Trademark Security Agreement (DH Senior)

TRADEMARK
REEL: 003113 FRAME: 0732

SCHEDULE I

TO

TRADEMARK SECURITY AGREEMENT

Trademark Registrations

A. REGISTERED TRADEMARKS

[Include Trademark Registration Number and Date]

B. TRADEMARK APPLICATIONS

C. TRADEMARK LICENSES

[Include complete legal description of agreement (name of agreement, parties and date)]

[Attached]

INTELLECTUAL PROPERTY

Trademarks:

LILLIAN VERNON'S WORLD OF CHRISTMAS - 76/512,367
VERNON TIME - 76/510,548
ANTIQUES COUNTRY SOAP SAMPLER - 76/501,937
LILLIAN VERNON'S HOME SCENTS - 76/501,940

(also see attached as Exhibit A)

Copyrights: see attached as Exhibit B

Website URLs: see attached as Exhibit C

Exhibit A
to Schedule 12

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Date: 05/10/05	Master List	Page: 3
Time: 09:48:05	By Case Number	

Case Number	Client	Atty	Owner	Disclosure Status
02558	lilve	eas	Lillian Vernon Corporation	Filed

Title: Design for a DVD RACK

Inventors: MARTINO, Paolo M.

Remarks:

Ctry	Sub Case No.	Type Case	Status	Appln No/ Filing Date	Patent No./ Issue Date	Agent/ Agent Ref.	Tax Schedule
US		DES	Granted	29/131095 10/13/00	D443791 06/19/01		NT

EXPIRES 6-19-2015

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Date: 05/10/05           Master List           Page: 2
Time: 09:48:05          By Case Number

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Case      Client  Atty      Owner      Disclosure
Number                                         Status
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00439     lilve    eas      Lillian Vernon Corporation  Filed

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Title: DISHWASHER BASKET FOR BABY BOTTLE PARTS

Inventors: ZAMBANO, N. LORUSSO, L.

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Ctry  Sub   Type  Status  Appln No/  Patent No./  Agent/  Tax
      Case Case                Filing Date  Issue Date  Agent  Schedule
      No.                                     Ref.
-----
US      ORD  EXPIRED  200047    4830200
                   05/31/88    05/16/89
                                     LE

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Remarks: Mfee not paid 1996 - pursuant to client's instructions

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Date: 05/10/05	Master List	Page: 1
Time: 09:48:05	By Case Number	

Case Number	Client	Atty	Owner	Disclosure Status
00438	LILVE	eas	Lillian Vernon Corporation	Filed

Title: CLOSET EXTENDER

Inventors: PAPAZIAN, John KIERNAN, William

Ctry	Sub Case No.	Type Case	Status	Appln No/ Filing Date	Patent No./ Issue Date	Agent/ Agent Ref.	Tax Schedule
US		ORD	EXPIRED	07/295199 01/09/89	4893715 01/16/90		LE

Remarks: 2nd Mfee not paid pursuant to client's instructions

Trademark List
by Trademark then Country

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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Remarks: received instructions from client to allow application to become abandoned

Date: 05/09/05
Time: 16:29:18

Trademark List
by Trademark then Country

Page: 2

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
AFFORDABLE LUXURY	United States	LILVE	RSS	T003089	Abandoned		

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/264024 Affidavit of Use:

Filing Date: 05/29/01 Filed?

Last Update: 05/15/02 Date Last Renewed:

Classes: 35

Goods: general merchandise mail order catalog services

Remarks: Abandoned per client's instructions 5/15/02

ALL PARTY, NO PAIN	United States	LILVE	eas	T003856	Pending
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Owner: Everyday Celebrations, Inc.

Agent:

Application No: 78/529879 Affidavit of Use:

Filing Date: 12/09/04 Filed?

Last Update: 12/28/04 Date Last Renewed:

Classes: 35

Goods: direct selling of merchandise by party plan, featuring direct shipment of ordered merchandise to party guest/customers from the vendor

ALMOST FREE	United States	LILVE	eas	T001503	Abandoned
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Owner: Lillian Vernon Corporation

Agent:

Application No: 75/224928 Affidavit of Use:

Filing Date: 12/16/96 Filed?

Last Update: 10/24/97 Date Last Renewed:

Classes: 42

Goods: general mail-order catalog services

Remarks: No response filed to 08/14/97 Priority Action ABANDONED

AN ILLUMINATED YEAR	United States	LILVE	eas	T002912	Registered	2564550	04/23/12
					10/23/00	04/23/02	

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/115342 Affidavit of Use: 04/23/07

Filing Date: 08/23/00 Filed? no

Last Update: 05/16/02 Date Last Renewed:

Classes: 4

Goods: candles

Remarks:

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Date: 05/09/05
Time: 16:29:18

Trademark List
by Trademark then Country

Page: 3

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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ANTIQUE COUNTRY SOAP SAMPLER
United States LILVE eas T003463 Registered 2880133 08/31/14
06/30/03 08/31/04

Owner: Lillian Vernon Corporation
Agent:

Application No: 76/501937 Affidavit of Use: 08/31/09
Filing Date: 03/27/03 Filed? no
Last Update: 10/14/04 Date Last Renewed:

Classes: 3
Goods: bath soap
Remarks:

ART OF ENTERTAINING
United States LILVE eas T003116 Abandoned

Owner: Lillian Vernon Corporation
Agent:

Application No: 76/287170 Affidavit of Use:
Filing Date: 07/18/01 Filed?
Last Update: 01/17/03 Date Last Renewed:

Classes: 35
Goods: mail order catalog services in the field of housewares, namely, table settings
Remarks: Abandoned pursuant to client's instructions (8/2002)

BALLERINA BEAR
United States LILVE eas T000782 Cancelled 1965589
10/03/93 04/02/96

Owner: Lillian Vernon Corporation
Agent:

Application No: 74/670203 Affidavit of Use: 04/02/01
Filing Date: 05/05/95 Filed? no
Last Update: 01/15/02 Date Last Renewed:

Classes: 20
Goods: sleeping bags and pillows
Remarks: Cancelled Sec. 8 pursuant to client's instructions

BATH AND BODY COMFORTS
United States LILVE RSS T002794 Abandoned

Owner: Lillian Vernon Corporation
Agent:

Application No: 75/933258 Affidavit of Use:
Filing Date: 03/02/00 Filed?
Last Update: 10/03/01 Date Last Renewed:

Classes: 3, 4
Goods: class 3: soaps and hand lotions
class 4: candles
Remarks: Abandoned as of 10/3/01 for failure to file SOU/Ext.
pursuant to client's instructions

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Date: 05/09/05
Time: 16:29:20

Trademark List
by Trademark then Country

Page: 4

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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BLUE RIBBON

United States	LILVE	eas	T000592	Cancelled	1917305	09/05/95
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Owner: Lillian Vernon Corporation

Agent:

Application No: 74/510550

Affidavit of Use: 09/05/00

Filing Date: 04/07/94

Filed? no

Last Update: 01/23/01

Date Last Renewed:

Classes: 21

Goods: dinnerware, namely dishes, plates and cups

Remarks: Cancelled Sec 8 pursuant to client's instructions

BLUE WHISPER

United States	LILVE	eas	T000692	Abandoned	1654926	08/27/91
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Owner: Lillian Vernon Corporation

Agent:

Application No: 74/040020

Affidavit of Use: 08/27/96

Filing Date: 03/19/90

Filed? yes

Last Update: 06/17/97

Date Last Renewed:

Classes: 21

Goods: dinnerware; namely, dishes, plates and cups

Remarks: abandoned per client 06/12/97

BOOT-EASE

United States	LILVE	eas	T000387	Cancelled	1926486	10/10/95
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Owner: Lillian Vernon Corporation

Agent:

Application No: 74/453977

Affidavit of Use: 10/10/00

Filing Date: 11/03/93

Filed? no

Last Update: 02/26/01

Date Last Renewed:

Classes: 21

Goods: plastic support used for assisting in the removal of boots

Remarks: Canceled Sec. 8 pursuant to client's instructions

CA 97 CIV 5929 USDC SDNY

United States	LILVE	eas	TEMP0044	TRANSFER
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Owner: S&M represents Lillian Vernon

Agent:

Application No:

Affidavit of Use:

Filing Date: 08/11/97

Filed?

Last Update: 07/17/04

Date Last Renewed:

Remarks: Lillian Vernon Corporation v. Studio T, Inc.

Salon firm to be responsible for this action

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Date: 05/09/05
Time: 16:29:21

Trademark List
by Trademark then Country

Page: 5

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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CA#97 323 PC-USDC Maine
United States LILVE eas TEMP0048 Dismissed

Owner:

Agent:

Application No:

Affidavit of Use:

Filing Date: 10/??/97

Filed?

Last Update: 07/17/04

Date Last Renewed:

Remarks: The Foreside Company v. Lillian Vernon Corporation
(copyright infringement) - DISMISSED 5/98

CALL 911
United States LILVE eas T003780 Pending

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/604344

Affidavit of Use:

Filing Date: 07/26/04

Filed?

Last Update: 08/15/04

Date Last Renewed:

Classes: 20

Goods: automobile emergency kit, namely, a container housing jumper cables,
protective reflector, flashlight with blinking capabilities, and ice
scraper

CASA ITALIANA
United States LILVE eas T002862 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/090607

Affidavit of Use:

Filing Date: 07/17/00

Filed?

Last Update: 04/23/01

Date Last Renewed:

Classes: 35

Goods: mail order catalog services featuring Italian-style merchandise
Remarks: abandoned 7/30/01 pursuant to client's instructions

CATchall
United States LILVE eas T001091 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 75/032688

Affidavit of Use:

Filing Date: 12/14/95

Filed?

Last Update: 07/15/97

Date Last Renewed:

Classes: 24

Goods: child's room organizer of textile material in the shape of a cat
having pockets for receiving various children's articles
Remarks: No response to FR -

Date: 05/09/05
Time: 16:29:22

Trademark List
by Trademark then Country

Page: 6

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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CELEBRATIONS BY LILLIAN VERNON	United States	LILVE	RSS	T003703	Registered	2934498 03/30/04	03/22/15 03/22/05
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Owner: LILLIAN VERNON CORPORATION

Agent:

Application No: 76/575285 Affidavit of Use: 03/22/10
Filing Date: 02/12/04 Filed? no
Last Update: 03/29/05 Date Last Renewed:

Classes: 35

Remarks:

CG logo	United States	LILVE	eas	T000693	Expired	1149211 04/04/68	03/24/81
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Owner: Lillian Vernon Corporation

Agent:

Application No: 210864 Affidavit of Use: 03/24/86
Filing Date: 04/09/79 Filed? yes
Last Update: 03/04/01 Date Last Renewed:

Classes: 42

Goods: mail order department store services

Remarks: Not renewed 2001 pursuant to client's instructions

CHEQUERS	United States	LILVE	eas	T000493	Abandoned
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Owner: Lillian Vernon Corporation

Agent:

Application No: 74/615079 Affidavit of Use:
Filing Date: 12/27/94 Filed?
Last Update: 05/21/96 Date Last Renewed:

Classes: cl 21

Goods: dinnerware and stoneware

Remarks: 5/21/96 T.C. from client - no further extensions, allow to
lapse

CHRISTMAS MEMORIES	United States	LILVE	eas	T000694	Registered	1836403 09/07/92	05/10/14 05/10/94
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Owner: Lillian Vernon Corporation

Agent:

Application No: 74/315503 Affidavit of Use: 05/10/99
Filing Date: 09/21/92 Filed? yes
Last Update: 05/12/04 Date Last Renewed: 05/10/04

Classes: 42

Goods: mail-order services specializing in Christmas items

Remarks:

Page: 7

Remarks: Not renewed 2001 pursuant to client's instructions

Trademark List
by Trademark then Country

Page: 8

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
CREATE-A-STORY	United States	LILVE	eas	T000364	Abandoned		

Owner: Lillian Vernon Corporation

Agent:

Application No: 74/433373 Affidavit of Use:
Filing Date: 09/07/93 Filed?
Last Update: 05/23/95 Date Last Renewed:

Classes: 28

Goods: toy wooden blocks

Remarks:

Design Misc. (shopper icon)					
United States	LILVE	eas	T003676	Abandoned	

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/569364 Affidavit of Use:
Filing Date: 01/12/04 Filed?
Last Update: 03/16/05 Date Last Renewed:

Classes: 35

Goods: mail-order catalog services in the fields of home, kitchen, bath and beauty, travel, storage, stationery, clothing, jewelry, toys, and general line of gift products

Remarks: ABANDONED in favor of new application for a more up-to-date shopper icon

Design Misc. (shopper icon)
United States LILVE eas T003676-1 Pending
06/01/04

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/599930 Affidavit of Use:
Filing Date: 06/30/04 Filed?
Last Update: 08/11/04 Date Last Renewed:

Classes: 35

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Classes: 33
Goods: mail-order catalog, retail store, and online retail store services,
      all in the fields of home, kitchen, bath and beauty, travel, storage,
      stationery, clothing, jewelry, fashions and accessories, infants and
      children, outdoor and garden, pets, and general line of gift products

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Remarks: logo was changed from originally filed apln

Date: 05/09/05
Time: 16:29:49

Trademark List
by Trademark then Country

Page: 9

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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DREAMLAB

United States LILVE eas T002504 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 75/708837

Affidavit of Use:

Filing Date: 05/17/99

Filed?

Last Update: 11/06/99

Date Last Renewed:

Classes: 35

Goods: teenage mail order and on-line catalog services in the fields of clothing, jewelry, carry bags, cosmetics, sunglasses, books, and general gift products

Remarks: abandoned pursuant to client's instruction

EASTSIDE

United States LILVE eas T000619 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 74/632564

Affidavit of Use:

Filing Date: 02/10/95

Filed?

Last Update: 10/21/96

Date Last Renewed:

Classes: 21

Goods: table flatware

Remarks: no further action after receipt of Notice of Allowance per client's instructions

EMERGENCY BUTTONS

United States LILVE eas T000696 Registered 1428561 02/10/07
04/14/86 02/10/87

Owner: Lillian Vernon Corporation

Agent:

Application No: 603233

Affidavit of Use: 02/10/92

Filing Date: 06/09/86

Filed? yes

Last Update: 04/06/95

Date Last Renewed:

Classes: 26

Goods: buttons

EUROPEAN LIFESTYLE

United States LILVE eas T002922 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/122869

Affidavit of Use:

Filing Date: 09/06/00

Filed?

Last Update: 08/28/02

Date Last Renewed:

Classes: 35

Goods: general merchandise mail order catalog services

Remarks: Abandoned 2/2/02 for failure to file SOU pursuant to client's instructions

Page: 12

Page: 13

Goods: sales promotion for others, distribution of catalogues for mail ordering services in the field of clothing, toys, household furnishings, bathroom accessories; marketing studies

Goods: catalogues for mail ordering services; printed matter; publication
magazines

Remarks: Cancellation by Lillian Vernon against Reg. 1076734 (Cl
25) Chan Wing LAU

Classes: 35

Date: 05/09/05
Time: 16:30:25

Trademark List
by Trademark then Country

Page: 14

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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LILLIAN VERNON	Japan	LILVE	eas	T000710	Registered	2572041 08/31/93	08/31/13
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Owner: Lillian Vernon Corporation

Agent: ADATI Adati & Kazahaya

Application No: 89888/91 Affidavit of Use:

Filing Date: 08/27/91 Filed?

Last Update: 10/06/03 Date Last Renewed: 08/31/03

Classes: 24

Goods: toys, dolls, recreation equipment, sporting and gymnastic goods, fishing tackle, musical instruments, musical performance accessories, gramophones (excluding electric phonographs), records, their parts and accessories

2003 reclassification - associate advised client wishes to maintain only Class 15 (musical instruments) and Class 28 (toys and dolls)

LILLIAN VERNON	United States	LILVE	eas	T003564	Abandoned
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Owner: Lillian Vernon Corporation

Agent:

Application No: 76/525050 Affidavit of Use:

Filing Date: 06/25/03 Filed?

Last Update: 05/22/04 Date Last Renewed:

Classes: 3

Goods: women's fragrances

Remarks: Abandoned 10/6/04 failure to file Ext/SOU per client

LILLIAN VERNON & Design	Canada	LILVE	eas	T000402	Registered	446656 08/25/95	08/25/10
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Owner: Lillian Vernon Corporation

Agent: SCOTT Borden Elliot Scott & Aylen

Application No: 755778 Affidavit of Use:

Filing Date: 05/26/94 Filed?

Last Update: 10/08/95 Date Last Renewed:

Goods: retail department store and mail order services

LILLIAN VERNON (block letters)	United States	LILVE	eas	T000698	Registered	1285663 02/26/65 07/10/84	07/10/14
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Owner: Lillian Vernon Corporation

Agent:

Application No: 430091 Affidavit of Use: 07/10/89

Filing Date: 06/13/83 Filed? yes

Last Update: 06/30/04 Date Last Renewed: 07/10/04

Classes: 42

Goods: retail department store services and mail order services

Date: 05/09/05
Time: 16:30:33

Trademark List
by Trademark then Country

Page: 15

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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LILLIAN VERNON (stylized)	United States	LILVE	eas	T000697	Registered	1108270 02/26/65 12/05/78	12/05/08
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Owner: Lillian Vernon Corporation

Agent:

Application No: 131966 Affidavit of Use: 12/05/83

Filing Date: 06/27/77 Filed? yes

Last Update: 07/21/03 Date Last Renewed: 12/05/98

Classes: 42

Goods: retail department store and mail order services

LILLIAN VERNON DESIGN FACTORY

United States	LILVE	RSS	T002795	Abandoned
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Owner: Lillian Vernon Corporation

Agent:

Application No: 75/933257 Affidavit of Use:

Filing Date: 03/02/00 Filed?

Last Update: 04/18/02 Date Last Renewed:

Classes: 35

Goods: mail order catalog services in the field of home, kitchen and bath items which emphasize American and International designs from France, Scotland, and Italy

Remarks: Abandoned 11/1/01 pursuant to client's instructions (failure to file SOU/EXT)_

LILLIAN VERNON FAVORITES

United States	LILVE	E:R	T001610	Registered	2161672 06/02/98	06/02/08
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Owner: Lillian Vernon Corporation

Agent:

Application No: 75/252347 Affidavit of Use: 06/02/03

Filing Date: 03/03/97 Filed? yes

Last Update: 02/09/04 Date Last Renewed:

Classes: 35

Goods: mail-order catalog services, in the field of home, kitchen, bath, travel, storage and children's gift items

Remarks:

LILLIAN VERNON HAS THE....

United States	LILVE	eas	T003175	Pending
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Owner: Lillian Vernon Corporation

Agent:

Application No: 76/330763 Affidavit of Use:

Filing Date: 10/29/01 Filed?

Last Update: 01/20/05 Date Last Renewed:

Classes: 35

Goods: mail-order catalog services in the field of home, kitchen, bath, travel, storage and children's gift items

Remarks: LILLIAN VERNON HAS THE PERFECT GIFT

TRADEMARK

REEL: 003113 FRAME: 0753

Date: 05/09/05
Time: 16:30:40

Trademark List
by Trademark then Country

Page: 16

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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LILLIAN VERNON HOLIDAY SOAPS..
United States LILVE RSS T002796 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 75/933225 Affidavit of Use:
Filing Date: 03/02/00 Filed?
Last Update: 02/04/01 Date Last Renewed:

Classes: 3

Goods: soaps

Remarks: LILLIAN VERNON HOLIDAY SOAPS CELEBRATION
Abandoned 3/2001 pursuant to client's instructions

LILLIAN VERNON LIFESTYLE
United States LILVE eas T002990 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/193305 Affidavit of Use:
Filing Date: 01/12/01 Filed?
Last Update: 02/25/03 Date Last Renewed:

Classes: 35

Goods: mail order catalog services featuring racks and organizers for the home

Remarks: Abandoned per client's instructions 5/15/02

LILLIAN VERNON'S HOME SCENTS
United States LILVE eas T003462 Registered 2838036 05/04/14
06/30/03 05/04/04

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/501940 Affidavit of Use: 05/04/09
Filing Date: 03/27/03 Filed? no
Last Update: 05/21/04 Date Last Renewed:

Classes: 4

Goods: candles

Remarks:

LILLIAN VERNON'S WORLD OF...
United States LILVE eas T003499 Registered 2887354 09/21/14
09/29/03 09/21/04

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/512367 Affidavit of Use: 09/21/09
Filing Date: 04/16/03 Filed? no
Last Update: 10/14/04 Date Last Renewed:

Classes: 4

Goods: candles

Remarks: TM: LILLIAN VERNON'S WORLD OF CHRISTMAS

=====

Date: 05/09/05
Time: 16:30:40

Trademark List
by Trademark then Country

Page: 17

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date

LILLIAN VERNON'S WORLD OF.....	United States	LILVE	eas	T002696	Abandoned		
Owner: Lillian Vernon Corporation							
Agent:							
Application No:		75/835835		Affidavit of Use:			
Filing Date:		10/29/99		Filed?			
Last Update:		08/20/01		Date Last Renewed:			
Classes: 35							
Remarks: LILLIAN VERNON'S WORLD OF LEARNING							
Abandoned 8/13/01 failure to file SOU/Ext per client							

LILLIANA CAPODIMONTE COLLECT..	United States	LILVE	eas	T002263	Registered	2498665 01/26/00 10/16/01	10/16/11
Owner: Lillian Vernon Corporation							
Agent:							
Application No:		75/530854		Affidavit of Use:		10/16/06	
Filing Date:		08/03/98		Filed?		no	
Last Update:		11/06/01		Date Last Renewed:			
Classes: 28							
Goods: porcelain dolls							
Remarks: LILLIANA CAPODIMONTE COLLECTION							

LILLIKINS	Canada	LILVE	eas	T000699	Registered	237277 11/16/79	11/16/09
Owner: Lillian Vernon Corporation							
Agent: MACRA MacRae & Co.							
Application No:		415342		Affidavit of Use:			
Filing Date:		02/13/77		Filed?			
Last Update:		04/06/95		Date Last Renewed:		11/16/94	

LILLIKINS	United States	LILVE	eas	T000699	Registered	1057804 05/07/75 02/01/77	02/01/07
Owner: Lillian Vernon Corporation							
Agent:							
Application No:		90427		Affidavit of Use:		02/01/82	
Filing Date:		06/14/76		Filed?		yes	
Last Update:		01/31/97		Date Last Renewed:		02/01/97	
Classes: 28							
Goods: Christmas ornaments							

Page: 18

Page: 19

LILLY'S GANG

LILLY'S GARDEN

LILLY'S GARDEN

LILLY'S GARDEN

Remarks: Alleged ownership of 1653281, 1813209, and 1880247

Mark				Status/	Registration	Next
Country	Client	Atty	Case No	First Use	Number/Date	Renewal Date

JILLY'S KIDS
United States LILVE eas T000104 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 74/583796	Affidavit of Use:
Filing Date: 10/11/94	Filed?
Last Update: 05/21/96	Date Last Renewed:

classes: 3

Goods: toiletries, namely, bath soap, bubble bath and shampoo, all for use by children

Remarks: T.C. 5/17/96 from client - no further extensions allow to lapse

LILLY'S KIDS

United States	LILVE	cas	T000701	Registered	1653281	08/06/11
				09/25/90	08/06/91	

Owner: Lillian Vernon Corporation

Agent:

Application No: 74/063868 Affidavit of Use: 08/06/96
Filing Date: 05/29/90 Filed? yes
Last Update: 06/28/01 Date Last Renewed: 08/06/01

Classes: 42

Goods: mail order services in the field of children's toys, games, furniture and clothing

Remarks:

LILLY'S KIDS

United States	LILVE	eas	T003562	Abandoned
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Owner: Lillian Vernon Corporation

Agent:

Application No: 76/525365 Affidavit of Use:
Filing Date: 06/25/03 Filed?
Last Update: 08/20/04 Date Last Renewed:

Classes: 3

Goods: children's fragrances

Remarks: Abandoned - failure to file Ext/SOU - per client's instructions

LILLY'S KITCHEN

United States	LILVE	cas	T000196	Abandoned
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Owner: Lillian Vernon Corporation

Agent:

Application No:	74/583798	Affidavit of Use:	
Filing Date:	10/11/94	Filed?	
Last Update:	06/25/95	Date Last Renewed:	

Classes: 42

Goods: mail-order catalog services

Remarks:

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Date: 05/09/05
Time: 16:31:10

Trademark List
by Trademark then Country

Page: 21

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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LILLY'S KITCHEN

United States LILVE eas T003609 Pending

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/546334

Affidavit of Use:

Filing Date: 09/22/03

Filed?

Last Update: 03/15/05

Date Last Renewed:

Classes: 3, 4

Goods: cl 3 - scented soaps and hand creams

cl 4 - candles

Remarks:

LILLY'S TEENS

United States LILVE eas T002364 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 75/609368

Affidavit of Use:

Filing Date: 12/21/98

Filed?

Last Update: 01/23/01

Date Last Renewed:

Classes: 35

Goods: mail order catalog services in the field of teenage clothing, jewelry and general gift products

Remarks: abandoned 2/8/01 failure to file SOU/Ext pursuant to client's instructions

LILLY'S TOGS

United States LILVE eas T000317 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 74/433372

Affidavit of Use:

Filing Date: 09/07/93

Filed?

Last Update: 07/27/96

Date Last Renewed:

Classes: 25

Goods: children's playclothes; namely, pants, skirts, blouses, knit tops, dresses, shoes and hats

Remarks: Opp #101329 Lolly Togs Ltd.

Application withdrawn w/o consent - Opp sustained

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Date: 05/09/05
Time: 16:31:17

Trademark List
by Trademark then Country

Page: 22

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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LITTLE LILLY

United States LILVE eas T001111 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 75/042379

Affidavit of Use:

Filing Date: 01/11/96

Filed?

Last Update: 11/14/99

Date Last Renewed:

Classes: 42

Goods: mail-order services in the field of children's clothing

Remarks: Abandoned 12/3/99 - failure to file Statement of Use per
client's instructions

LIVING WELL

United States LILVE RSS T003365 Withdrawn

Owner: Lillian Vernon Corporation

Agent:

Application No: 78/166944

Affidavit of Use:

Filing Date: 09/23/02

Filed?

Last Update: 03/07/03

Date Last Renewed:

Classes: 35

Goods: mail order catalog services

Remarks: express abandonment filed 3/7/03

MAGIC PICKUP

United States	LILVE	eas	T000702	Registered	1415927	11/04/06
				01/03/86	11/04/86	

Owner: Lillian Vernon Corporation

Agent:

Application No: 587409

Affidavit of Use: 11/04/91

Filing Date: 03/10/86

Filed? yes

Last Update: 04/06/95

Date Last Renewed:

Classes: 21

MAKE-IT-BETTER STRIPS

United States	LILVE	eas	T000703	Registered	1420784	12/16/06
				02/17/86	12/16/86	

Owner: Lillian Vernon Corporation

Agent:

Application No: 599730

Affidavit of Use: 12/16/91

Filing Date: 05/19/86

Filed? yes

Last Update: 04/06/95

Date Last Renewed:

Classes: 5

Goods: adhesive strip having gauze patch for covering minor wounds

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
MIDNIGHT GARDEN	United States	LILVE	eas	T003124	Registered 11/20/01	2633237 10/08/02	10/08/12
Owner: Lillian Vernon Corporation Agent: Application No: 76/284676 Affidavit of Use: 10/08/07 Filing Date: 07/13/01 Filed? no Last Update: 12/18/02 Date Last Renewed: Classes: 4 Goods: candles Remarks:							
MORE BOO FOR YOUR BUCK	United States	LILVE	eas	T003551	Registered 07/07/03	2873800 08/17/04	08/17/14
Owner: Lillian Vernon Corporation Agent: Application No: 76/524258 Affidavit of Use: 08/17/09 Filing Date: 06/11/03 Filed? no Last Update: 10/13/04 Date Last Renewed: Classes: 35 Goods: mail order catalog services in the Halloween merchandise field Remarks:							
MY STORE	United States	LILVE	eas	T000704	Abandoned 04/27/90	1641386 04/16/91	
Owner: Lillian Vernon Corporation Agent: Application No: 74/063873 Affidavit of Use: 04/16/96 Filing Date: 05/29/90 Filed? yes Last Update: 10/11/96 Date Last Renewed: Classes: 28 Goods: children's cardboard booth for selling play food and beverages Remarks: Cancelled Section 8 - per instructions from client							
MYCELEBRATIONS.COM	United States	LILVE	eas	T003812	Pending		
Owner: Everyday Celebrations, Inc. Agent: Application No: 76/612615 Affidavit of Use: Filing Date: 09/17/04 Filed? Last Update: 04/19/05 Date Last Renewed: Classes: 35 Goods: direct selling of merchandise by party plan, featuring direct shipment of ordered merchandise to party guests/customers from the vendor Remarks:							

Date: 05/09/05
Time: 16:31:39

Trademark List
by Trademark then Country

Page: 24

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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NEAT IDEAS

United States	LILVE	eas	T001258	Registered	2076518 07/01/97	07/01/07
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Owner: Lillian Vernon Corporation

Agent:

Application No: 75/097491

Affidavit of Use: 07/01/02

Filing Date: 05/02/96

Filed? yes

Last Update: 04/03/03

Date Last Renewed:

Classes: 42

Goods: mail-order catalog services featuring racks and organizers for the home

Remarks:

PAISLEY PARTNERS

United States	LILVE	eas	T000705	Abandoned	1640492 02/28/90	04/09/91
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Owner: Lillian Vernon Corporation

Agent:

Application No: 74/056767

Affidavit of Use: 04/09/96

Filing Date: 05/07/90

Filed? yes

Last Update: 10/11/96

Date Last Renewed:

Classes: 18

Goods: travel bags, namely, garment bags, tote bags, cosmetic bags sold empty, jewelry rolls, accessory bags and shoe bags

Remarks: Cancelled Section 8 - per client's instructions

PAOLO BY LILLIAN VERNON

United States	LILVE	eas	T003563	Abandoned
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Owner: Lillian Vernon Corporation

Agent:

Application No: 76/525361

Affidavit of Use:

Filing Date: 06/25/03

Filed?

Last Update: 05/22/04

Date Last Renewed:

Classes: 3

Goods: men's fragrances

Remarks: Abandoned 10/20/04 failure to file Ext/SOU per client

PARIS FLEA MARKET

United States	LILVE	eas	T003638	Abandoned	10/31/02
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Owner: Rue de France, Inc.

Agent:

Application No: 76/556060

Affidavit of Use:

Filing Date: 11/03/03

Filed?

Last Update: 12/05/04

Date Last Renewed:

Classes: 35

Goods: mail order catalog services in the fields of decorative accessories for the home; furniture; and fixtures for the home

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Date: 05/09/05
Time: 16:31:39

Trademark List
by Trademark then Country

Page: 25

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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PAST MEETS PRESENT COLLECTION

United States LILVE eas T002716 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 75/866154

Affidavit of Use:

Filing Date: 12/07/99

Filed?

Last Update: 02/27/02

Date Last Renewed:

Classes: 24

Goods: towels

Remarks: Abandoned 4/10/02 failure to file SOU pursuant to client's instructions

PERSONAL STYLE BY LILLIAN....

United States LILVE eas T003831 Pending

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/617037

Affidavit of Use:

Filing Date: 10/18/04

Filed?

Last Update: 12/07/04

Date Last Renewed:

Classes: 35

Goods: mail order catalog services featuring handbags, small leather goods, scarves, jewelry and fashion accessories

PERSONALIZATION-PLUS

United States LILVE eas T003663 Registered 2932501 03/15/15
02/02/04 03/15/05

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/564506

Affidavit of Use: 03/15/10

Filing Date: 12/10/03

Filed? no

Last Update: 03/28/05

Date Last Renewed:

Classes: 35

Goods: mail-order catalog services in the field of personalized gift products

Remarks:

POCKET ANGEL

United States LILVE eas T002286 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 75/552505

Affidavit of Use:

Filing Date: 09/14/98

Filed?

Last Update: 04/21/99

Date Last Renewed:

Classes: 6

Goods: novelty ornamental coin of non-precious metal

Remarks: Withdrawn pursuant to License Agreement with Dogeared

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Date: 05/09/05
Time: 16:31:54

Trademark List
by Trademark then Country

Page: 26

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date

POCKET SKETCH	United States	LILVE	eas	T000706	Cancelled 07/01/92	1789897 08/24/93	
Owner: Lillian Vernon Corporation							
Agent:							
Application No: 74/270692				Affidavit of Use: 08/24/98			
Filing Date: 04/29/92				Filed? no			
Last Update: 03/16/03				Date Last Renewed:			
Classes: 28							
Goods: drawing toys							
Remarks: Cancelled Sec. 8 pursuant to client's instructions							

PROVENDER	United States	LILVE	eas	T003378	Abandoned		
Owner: Lillian Vernon Corporation							
Agent:							
Application No: 76/464474				Affidavit of Use:			
Filing Date: 10/28/02				Filed?			
Last Update: 12/09/03				Date Last Renewed:			
Classes: 3							
Goods: fragrances							
Remarks: Abandoned pursuant to client's instructions							

RAIN ROVER	United States	LILVE	eas	T000707	Abandoned 01/16/91	1674364 02/04/92	
Owner: Lillian Vernon Corporation							
Agent:							
Application No: 74/141790				Affidavit of Use: 02/04/97			
Filing Date: 02/25/91				Filed? yes			
Last Update: 02/04/98				Date Last Renewed:			
Classes: 25							
Goods: children's overshoes							
Remarks: Can Sec 8 per client 1/27/98							

ROSE GARDEN	United States	LILVE	eas	T000617	Abandoned		
Owner: Lillian Vernon Corporation							
Agent:							
Application No: 74/632195				Affidavit of Use:			
Filing Date: 02/09/95				Filed?			
Last Update: 05/21/96				Date Last Renewed:			
Classes: 18							
Goods: luggage							
Remarks: 5/21/96 T.C. from client - no further extensions, allow to lapse							

Page: 27

TRADEMARK
REEL: 003113 FRAME: 0765

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Date: 05/09/05
Time: 16:32:08

Trademark List
by Trademark then Country

Page: 28

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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SIMPLE CELEBRATIONS EVERY DAY

United States LILVE eas T003858 Pending

Owner: Everyday Celebrations, Inc.

Agent:

Application No: 78/529902

Affidavit of Use:

Filing Date: 12/09/04

Filed?

Last Update: 12/28/04

Date Last Renewed:

Classes: 35

Goods: direct selling of merchandise by party plan

SONGBIRD

United States LILVE eas T000708 Cancelled 1805323
01/08/92 11/16/93

Owner: Lillian Vernon Corporation

Agent:

Application No: 74/227378

Affidavit of Use: 11/16/98

Filing Date: 12/05/91

Filed? no

Last Update: 03/15/99

Date Last Renewed:

Classes: 21

Goods: dinnerware

Remarks: Cancelled Sec. 8 pursuant to client's instructions

SPECIAL OCCASIONS

United States LILVE eas T001440 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 75/179901

Affidavit of Use:

Filing Date: 10/10/96

Filed?

Last Update: 05/01/98

Date Last Renewed:

Classes: 42

Goods: mail order catalog services featuring home decorations, party goods
and other gift items

Remarks: Abandoned - no response to FR dated 10/31/97 per client

SPRING TULIP

United States LILVE eas T000709 Abandoned 1634120
02/16/90 02/05/91

Owner: Lillian Vernon Corporation

Agent:

Application No: 74/052633

Affidavit of Use: 02/05/96

Filing Date: 04/25/90

Filed? yes

Last Update: 10/09/96

Date Last Renewed:

Classes: 21

Goods: dinnerware, namely earthenware dinner plates, cups, bowls and saucers

Remarks: Canc. Sec 8 as per client '96

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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STORAGE PLUS
United States LILVE eas T000209 Registered 2018137 11/19/06
07/31/95 11/19/96

Owner: Lillian Vernon Corporation

Agent:

Application No: 74/542812 Affidavit of Use: 11/19/01

Filing Date: 06/27/94 Filed? yes

Last Update: 06/27/02 Date Last Renewed:

Classes: 42

Goods: mail-order catalog services featuring closet organizers

Remarks:

THE BEST LITTLE ALARM CLOCK
United States LILVE RSS T003168 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/323904 Affidavit of Use:

Filing Date: 10/11/01 Filed?

Last Update: 04/30/02 Date Last Renewed:

Classes: 14

Goods: travel alarm clock

Remarks: abandoned pursuant to client's instructions

THE BEST LITTLE SUITCASE IN...
United States LILVE eas T002666 Registered 2491373 09/18/11
07/10/00 09/18/01

Owner: Lillian Vernon Corporation

Agent:

Application No: 75/827607 Affidavit of Use: 09/18/06

Filing Date: 10/20/99 Filed? no

Last Update: 10/23/01 Date Last Renewed:

Classes: 18

Goods: travel bags

Remarks: THE BEST LITTLE SUITCASE IN THE WORLD

THE CELEBRATIONS ADVANTAGE
United States LILVE eas T003813 Pending

Owner: Everyday Celebrations, Inc.

Agent:

Application No: 76/612618 Affidavit of Use:

Filing Date: 09/17/04 Filed?

Last Update: 04/19/05 Date Last Renewed:

Classes: 35

Goods: direct selling of merchandise by party plan, featuring direct shipment of ordered merchandise to party guests/customers from the vendor

Remarks:

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Date: 05/09/05
Time: 16:32:16

Trademark List
by Trademark then Country

Page: 30

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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THE CELEBRATIONS CONNECTION

United States LILVE eas T003859 Pending

Owner: Everyday Celebrations, Inc.

Agent:

Application No: 78/529907 Affidavit of Use:
Filing Date: 12/09/04 Filed?
Last Update: 12/28/04 Date Last Renewed:

Classes: 35

Goods: direct selling of merchandise by party plan

THE FIRST PARTY THAT'S TRULY..

United States LILVE eas T003857 Pending

Owner: Everyday Celebrations, Inc.

Agent:

Application No: 78/529889 Affidavit of Use:
Filing Date: 12/09/04 Filed?
Last Update: 12/28/04 Date Last Renewed:

Classes: 35

Goods: direct selling of merchandise by party plan, featuring direct shipment of ordered merchandise to party guest/customers from the vendor

THE LILLIAN VERNON PATRIOT BAG

United States LILVE rss T003270 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/389042 Affidavit of Use:
Filing Date: 04/01/02 Filed?
Last Update: 05/14/03 Date Last Renewed:

Classes: 18

Goods: carry bags

Remarks: Abandoned pursuant to client's instructions

THE WELL DRESSED WINDOW

United States LILVE eas T002955 Abandoned

Owner: Rue de France, Inc.

Agent:

Application No: 76/163468 Affidavit of Use:
Filing Date: 11/09/00 Filed?
Last Update: 09/01/04 Date Last Renewed:

Classes: 24

Goods: curtains

Remarks: Abandoned 10/30/04 failure to file SOU/Ext - per client's instructions

date: 05/09/05
time: 16:32:31

Trademark List
by Trademark then Country

Page: 31

mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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WINKLES	United States	LILVE	eas	T000635	Registered 12/31/69	1017042 07/29/75	07/29/05
Owner: Lillian Vernon Corporation							
Agent:							
Application No: 33358				Affidavit of Use: 07/29/80			
Filing Date: 09/30/74				Filed? yes			
Last Update: 09/16/95				Date Last Renewed: 07/29/95			
Classes: 28							
Goods: Christmas ornaments							
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VERNON TIME	United States	LILVE	eas	T003516	Abandoned		
Owner: Lillian Vernon Corporation							
Agent:							
Application No: 76/510548				Affidavit of Use:			
Filing Date: 05/01/03				Filed?			
Last Update: 04/06/04				Date Last Renewed:			
Classes: 14							
Goods: watches							
Remarks: 4/9/04 recd instructions from client to abandon apln							
<hr/>							
WATCH CAT	United States	LILVE	eas	T000606	Registered 12/14/87	1537908 05/09/89	05/09/09
Owner: Lillian Vernon Corporation							
Agent:							
Application No: 740717				Affidavit of Use: 05/09/94			
Filing Date: 07/18/88				Filed? yes			
Last Update: 01/24/96				Date Last Renewed:			
Classes: 6							
Goods: metallic simulated cat for use at flower and vegetable gardens to discourage birds, rabbits and the like from invading same							
Remarks:							
<hr/>							
WE ARE YOUR HALLOWEEN...	United States	LILVE	eas	T003550	Registered 07/07/03	2876597 08/24/04	08/24/14
Owner: Lillian Vernon Corporation							
Agent:							
Application No: 76/524257				Affidavit of Use: 08/24/09			
Filing Date: 06/11/03				Filed? no			
Last Update: 10/13/04				Date Last Renewed:			
Classes: 35							
Goods: mail order catalog services in the Halloween merchandise field							
Remarks: WE ARE YOUR HALLOWEEN HAUNTQUARTERS							

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Date: 05/09/05
Time: 16:32:38

Trademark List
by Trademark then Country

Page: 32

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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WE BRING THE WORLD TO YOUR....

United States LILVE eas T002587 Abandoned

Owner: Lillian Vernon Corporation

Agent:

Application No: 75/773370

Affidavit of Use:

Filing Date: 08/11/99

Filed?

Last Update: 05/15/02

Date Last Renewed:

Classes: 35

Goods: mail order catalog services in the fields of home, kitchen, bath
travel, clothing, jewelry, storage, toys, and general gift products

Remarks: WE BRING THE WORLD TO YOUR HOME

Abandoned per client's instructions 5/15/02

WELCOME

United States LILVE eas T001187 Abandoned
01/19/92

Owner: Lillian Vernon Corporation

Agent:

Application No: 75/074336

Affidavit of Use:

Filing Date: 03/18/96

Filed?

Last Update: 01/27/98

Date Last Renewed:

Classes: 42

Remarks: 10/4/96 T.C. from client instructing to allow application
to lapse

WHY STAND IN LINE WHEN YOU ...

United States LILVE eas T002361 Registered 2398581 10/24/10
01/02/99 10/24/00

Owner: Lillian Vernon Corporation

Agent:

Application No: 75/606913

Affidavit of Use: 10/24/05

Filing Date: 12/17/98

Filed? no

Last Update: 11/12/00

Date Last Renewed:

Classes: 42

Goods: providing mail order catalog information on a global computer
information network

Remarks: SM: WHY STAND IN LINE WHEN YOU CAN SHOP ON LINE

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Date: 05/09/05

Trademark List

Page: 33

Time: 16:32:38

by Trademark then Country

Mark	Country	Client	Atty	Case No	Status/ First Use	Registration Number/Date	Next Renewal Date
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WINTER GARDEN

United States	LILVE	eas	T001943	Abandoned			
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Owner: Lillian Vernon Corporation

Agent:

Application No: 75/400664

Affidavit of Use:

Filing Date: 12/05/97

Filed?

Last Update: 05/17/99

Date Last Renewed:

Classes: 35

Goods: mail order catalog services featuring garden supplies, artificial floral arrangements, and general merchandise relating to the foregoing

Remarks: Abandoned - no Extension/Stmt Use filed after NOA pursuant to client's instructions

WINTER STAR

United States	LILVE	eas	T002872	Registered	2530767	01/15/12
				10/23/00	01/15/02	

Owner: Lillian Vernon Corporation

Agent:

Application No: 76/079703

Affidavit of Use: 01/15/07

Filing Date: 06/28/00

Filed? no

Last Update: 02/08/02

Date Last Renewed:

Classes: 3

Goods: bath and beauty soaps

Remarks:

Page: 34