

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Entity for receiving party previously recorded on Reel 002193 Frame 0954. Assignor(s) hereby confirms the assigns the entire interest and goodwill.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
International Select Group, Inc.		09/11/2000	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

Name:	Bell'O International LLC
Street Address:	711 Ginesi Drive
City:	Morganville
State/Country:	NEW JERSEY
Postal Code:	07751-1250
Entity Type:	Limited Liability Company: NEW JERSEY

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2598630	BELL'O

CORRESPONDENCE DATA

Fax Number: (908)654-7866
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 908-654-4000
 Email: trademarkadmin@ldkm.com
 Correspondent Name: Lerner David Littenberg Krumholz&Mentlik
 Address Line 1: 600 South Avenue West
 Address Line 4: Westfield, NEW JERSEY 07090

NAME OF SUBMITTER:	Gregory S. Gewirtz
Signature:	/Gregory S. Gewirtz/
Date:	08/03/2005

CH \$40.00 2598630

Total Attachments: 6

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**UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office**

ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

MARCH 29, 2001

PTAS

LERNER, DAVID, LITTENBERG ET AL
600 SOUTH AVENUE WEST
WESTFIELD, NJ 07090



101625898A

**CORRECTED
NOTICE**

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 11/20/2000

REEL/FRAME: 002193/0954
NUMBER OF PAGES: 4

BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

ASSIGNOR:

INTERNATIONAL SELECT GROUP, INC

DOC DATE: 09/11/2000
CITIZENSHIP: NEW JERSEY
ENTITY: CORPORATION

ASSIGNEE:

BELL'O INTERNATIONAL LLC
711 GINESI DRIVE
MORGANVILLE, NEW JERSEY 07751

CITIZENSHIP: NEW JERSEY
ENTITY: CORPORATION

APPLICATION NUMBER: 75858131
REGISTRATION NUMBER:

FILING DATE: 11/24/1999
ISSUE DATE:

MARK: BELL'O

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

RECEIVED

APR 05 2001

LDLK&M

**TRADEMARK
REEL: 003133 FRAME: 0736**

002193/0954 PAGE 2

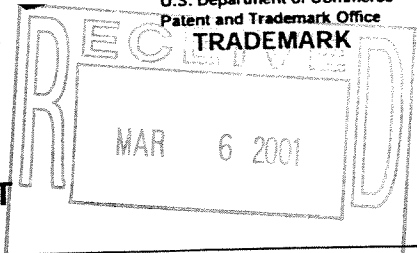
DOROTHY BASMA, PARALEGAL
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

03-29-2001



101625898

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY



TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year

- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Name INTERNATIONAL SELECT GROUP, INC. Execution Date
Month Day Year
09112000

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization NEW JERSEY

Receiving Party

Mark if additional names of receiving parties attached

Name BELL'O INTERNATIONAL LLC

DBA/AKA/TA _____

Composed of _____

Address (line 1) 711 GINESI DRIVE

Address (line 2) _____

Address (line 3) MORGANVILLE
City

NEW JERSEY
State/Country

07751
Zip Code

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization NEW JERSEY

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment)

12/13/2000 DNGUYEN 00000019 121095 75858131

FOR OFFICE USE ONLY

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 003133 FRAME: 0738

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

908-654-5000

Name

LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK, LLP

Address (line 1)

600 South Avenue West

Address (line 2)

Westfield NJ 07090

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

2

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

75858131

Number of Properties

Enter the total number of properties involved.

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 40.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

12-1095

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Gregory S. Gewirtz

Name of Person Signing

Signature

11/17/00

Date Signed

A S S I G N M E N T

WHEREAS, International Select Group, Inc. ("Assignor"), a New Jersey corporation, having a principal place of business at 711 Ginesi Drive, Morganville, NJ 07751, has adopted, used, and is still using the following trademark and application for federal registration thereof ("the Trademark") whose registration has been applied for in the United States Patent and Trademark Office:

<u>Application No.</u>	<u>Filing Date</u>	<u>Mark</u>
75/858,131	11/24/99	BELL'O

WHEREAS, Bell'O International, LLC ("Assignee"), a New Jersey limited liability corporation, having a present place of business at 711 Ginesi Drive, Morganville, NJ 07751, is the successor in interest to Assignor including that portion of the ongoing and existing business of Assignor that is pertinent to all products and services with which the Trademark has been and will be used.

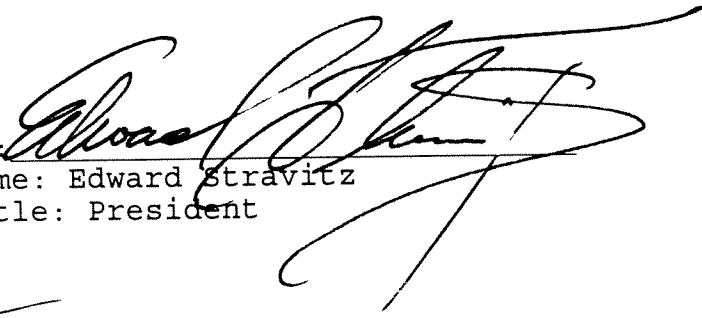
WHEREAS, Assignee is desirous of acquiring the Trademark and the application for registration thereof;

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the Trademark and said application, together with all of the rights to sue and recover for past and future infringements thereof, and the goodwill of

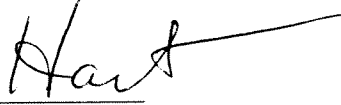
the business symbolized by the Trademark and the above-identified application thereof.

IN WITNESS WHEREOF, the Assignor has on the date identified herein below caused this Trademark Assignment to be executed and made effective

Dated: September 14, 2000

By: 
Name: Edward Stravitz
Title: President

Witness:

Edmund P. Hart 

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