

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Excel Importing Corp.		07/23/2004	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	Lifetime Hoan Corporation
Street Address:	One Merrick Road
City:	Westbury
State/Country:	NEW YORK
Postal Code:	11599
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	2483125	CUISINE DE FRANCE
Registration Number:	1643384	CUISINE DE FRANCE
Registration Number:	2276895	DINING CLASSICS
Registration Number:	2520640	GLASSTICS
Registration Number:	2372156	GRAND CHEF
Registration Number:	2502921	
Registration Number:	2368044	
Registration Number:	2860909	LET'S EAT
Registration Number:	1476562	RETRONEU
Registration Number:	2191094	RETRONEU
Registration Number:	2199995	RETRONEU
Registration Number:	2289377	RETRONEU EVERYDAY
Registration Number:	2257901	RETRONEU EVERYDAY
Registration Number:	2483036	RETRONEU HOTELWARE

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Registration Number:	2478409	RETRONEU HOTELWARE
Registration Number:	2652510	RETRONEU LUXURY
Registration Number:	2660396	RETRONEU SIGNATURE

CORRESPONDENCE DATA

Fax Number: (212)704-5987
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2127046125
Email: trademarks@troutmansanders.com
Correspondent Name: Karl M. Zielaznicki, Esq.
Address Line 1: 600 Peachtree Street, NE
Address Line 2: c/o Trademark Docketing Clk, Suite 5200
Address Line 4: Atlanta, GEORGIA 30308-2216

NAME OF SUBMITTER:	Karl M. Zielaznicki
Signature:	/karl m. zielaznicki/
Date:	08/05/2005

Total Attachments: 7
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ASSIGNMENT OF TRADEMARKS AND ACCOMPANYING GOODWILL

WHEREAS, EXCEL IMPORTING CORP., a New York corporation (hereinafter referred to as the "Assignor"), has adopted, used and is the owner of various registered trademarks and trademark applications set forth on the attached Schedule A, and all rights applicable thereto, including, but not limited to, all common law rights, causes of action, and the right to recover for past infringement, dilution or other misappropriation (hereinafter collectively the "Trademarks");

WHEREAS, LIFETIME HOAN CORPORATION, a Delaware corporation (hereinafter referred to as the "Assignee"), is desirous of acquiring the Trademarks, together with the good will associated therewith;

WHEREAS, in accordance with the terms of the Asset Purchase Agreement dated as of July 23, 2004 among Assignee, Assignor and Mickelberry Communications Incorporated, a Delaware corporation and the owner of all of the outstanding shares of capital stock of Assignor, Assignee desires to obtain an assignment of Assignor's rights in the Trademarks and Assignor desires to assign its rights in the Trademarks to Assignee; and

WHEREAS, Assignee is the successor-in-interest to that portion of Assignor's business which pertains to the Trademarks;

NOW, THEREFORE, in, consideration of the sum of One Hundred Dollars (\$100.00) and for other good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges by its execution below:


1. Assignor hereby assigns to Assignee all of its rights, titles and interests, in and to the Trademarks, in each case together with the goodwill of the business connected with the use of and symbolized by the Trademarks and that portion of Assignor's business which pertains to any pending intent-to-use applications filed pursuant to Section 1(b) of the United States Trademark Act (15 U.S.C. § 1051, *et seq.*).

2. Assignor agrees to perform all reasonable and proper additional acts and to execute any additional documents, at the request and expense of Assignee, which Assignee may require in order to vest all of Assignor's rights, titles and interests in and to the Trademarks in Assignee, its successors or assigns.

3. Assignor further sells, assigns and transfers to Assignee, its successors and assigns, all of Assignor's rights to sue for and to recover and retain all damages and profits arising from past infringements or unauthorized uses of any such Trademark, or unpaid royalties with respect to any uses of any such Trademark, occurring before the date of this Assignment.

We have hereto set our hand(s) and seal(s) as of this 23rd day of July, 2004

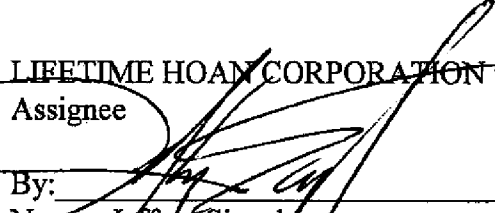
EXCEL IMPORTING CORP.

By: 

Name: Robert Garrett, Jr.

Title: President

LIFETIME HOAN CORPORATION
Assignee

By: 

Name: Jeffrey Siegel

Title: President and Chief Executive Officer

STATE OF NEW YORK
COUNTY OF SUFFOLK
UNITED STATES OF AMERICA

I, Diane Weill, a Notary Public of the aforesaid County and State, do hereby certify that Robert Garrett, Jr. personally appeared before me this day and acknowledged that he is the President of EXCEL IMPORTING CORP., a corporation incorporated and existing pursuant to the laws of the State of New York, and that by authority duly given and as an act of the corporation, the foregoing instrument was signed in its name by him as the President of the corporation as the free act and deed of the corporation.

WITNESS MY HAND AND NOTARIAL SEAL this 23rd day of July, 2004.

Diane Weill
Notary Public

My Commission Expires:

2/3/06

DIANE WEILL
Notary Public, State of New York
No 4851889
Qualified in Suffolk County
Commission Expires Feb. 3, 2006

STATE OF NEW YORK
COUNTY OF SUFFOLK
UNITED STATES OF AMERICA

I, Diane Weill Notary Public of the aforesaid County and State, do hereby certify that Jeffrey Siegel personally appeared before me this day and acknowledged that he is the President and Chief Executive Officer of LIFETIME HOAN CORPORATION, a corporation incorporated and existing pursuant to the laws of the State of Delaware, and that by authority duly given and as an act of the corporation, the foregoing instrument was signed in its name by him as its President and Chief Executive Officer, as the free act and deed of the corporation.

WITNESS MY HAND AND NOTARIAL SEAL this 23rd day of July, 2004.

Diane Weill
Notary Public

My Commission Expires:

2/3/06

DIANE WEILL
Notary Public, State of New York
No 4851889
Qualified in Suffolk County
Commission Expires Feb. 3, 2006

EXCEL IMPORTING CORP.

Trademark Report by Mark
Status: ACTIVE

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COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
CUISINE DE FRANCE							
UNITED STATES	38500-105	3/23/1999	75/668,354	8/28/2001	2,483,125	REGISTERE	08
UNITED STATES	38500-103	9/25/1999	73/827,534	5/7/1991	1,643,384	REGISTERE	8
DINING CLASSICS							
CHINA	38500-53CN	11/24/1998	9800132558	10/14/2000	1457082	REGISTERE	21
INDONESIA	38500-53ID	11/26/1998	D98-19967	8/4/2000	450989	REGISTERE	21
INDONESIA	38500-54ID	11/26/1998	D98-19968	8/8/2000	450988	REGISTERE	08
INDONESIA	38500-55ID	11/26/1998	D98-19968	8/4/2000	450990	REGISTERE	24
UNITED STATES	38500-53	5/29/1999	75/493,564	9/7/1999	2,276,895	REGISTERE	21
DINING IN							
CHINA	38500-56CN	1/8/1999	9900002431	8/21/2000	1434888	REGISTERE	21
INDONESIA	38500-56AID	12/23/1998	D9821930	8/4/2000	450997	REGISTERE	21
INDONESIA	38500-56BID	12/23/1998	D9821926	8/30/2000	452584	REGISTERE	24
GLASSTICS							
UNITED STATES	38500-79	1/18/1999	75/623,453	12/18/2001	2,520,640	REGISTERE	21
GRAND CHEF							
CANADA	38500-59CA	4/12/1999	1011525			PENDING	
UNITED STATES	38500-59	10/27/1998	75/577,576	8/1/2000	2,372,156	REGISTERE	08
GRIFFIN (DESIGN)							
AUSTRALIA	38500-85AU	4/19/2000	832323	9/15/2000	832323	REGISTERE	21
CANADA	38500-85CA	4/20/2000	1055768	8/23/2002	TMA566365	REGISTERE	21
CHINA	38500-85CN	5/22/2000	2000069514	10/21/2001	1653149	REGISTERE	21
UNITED STATES	38500-85	11/22/1999	75/855,663	10/30/2001	2,502,921	REGISTERE	21
GRIFFIN DESIGN							
AUSTRALIA	38500-84AU	8/5/2002	922645			PENDING	8
CANADA	38500-84CA	8/2/2002	1148766			PENDING	8
CHINA	38500-84CN	8/19/2002	9278521			PENDING	8
UNITED STATES	38500-84	2/22/1999	75/644,598	7/18/2000	2,368,044	REGISTERE	08
LET'S EAT							
UNITED STATES	38500-139	6/3/2002	76/414,481			ALLOWED	8,21
RETRONEU							
CANADA	38500-27CA	6/30/1998	882896	7/24/2001	TMA548574	REGISTERE	
CHINA	38500-27CN	6/29/1998	9800071774	2/14/2000	1364635	REGISTERE	8
CHINA	38500-28CN	6/29/1998	9800071775	6/7/2000	1404882	REGISTERE	21

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COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<i>RETRONEU continued...</i>							
CHINA	38500-31CN	6/29/1998	9800071777	12/28/1999	1348197	REGISTERE	28
CHINA	38500-32CN	6/29/1998	9800071776	12/14/1999	1343217	REGISTERE	24
CHINA	38500-50CN	11/13/1998	9800128233	4/7/2001	1549080	REGISTERE	20
INDONESIA	38500-27ID	7/7/1998	D98-11642	2/23/2000	440967	REGISTERE	8
INDONESIA	38500-28ID	7/7/1998	D98-11641	2/23/2000	440966	REGISTERE	21
INDONESIA	38500-31ID	7/7/1998	D98-11643	2/23/2000	440968	REGISTERE	28
INDONESIA	38500-32ID	7/7/1998	D98-11644	2/23/2000	440969	REGISTERE	24
UNITED STATES	38500-6	6/26/1987	73/668,688	2/16/1988	1,476,562	REGISTERE	23
UNITED STATES	38500-27	1/15/1998	75/418,340	9/22/1998	2,191,094	REGISTERE	8
UNITED STATES	38500-28	1/15/1998	75/418,390	10/27/1998	2,199,995	REGISTERE	21
RETRONEU CLASSICS							
CANADA	38500-48CA	10/9/1998	893086	10/18/1999	TMA518100	REGISTERE	1,2,3 4,5,6 7,8,9 10
CHINA	38500-46CN	10/27/1998	9800121089	4/28/2000	1381304	REGISTERE	8
CHINA	38500-47CN	11/13/1998	9800128232	6/27/2000	1413307	REGISTERE	14
CHINA	38500-48CN	10/27/1998	9800121090	8/21/2000	1434873	REGISTERE	21
CHINA	38500-51CN	10/27/1998	9800121091	2/28/2000	1368139	REGISTERE	26
CHINA	38500-52CN	10/27/1998	9800121092	4/14/2000	1383957	REGISTERE	28
CHINA	38500-49CN	11/13/1998	9800128234	4/14/2000	1384018	REGISTERE	24
INDONESIA	38500-46ID	11/5/1998	D9818825	8/15/2000	451694	REGISTERE	14,8
INDONESIA	38500-51ID	11/5/1998	D9818829	8/23/2000	452350	REGISTERE	26
RETRONEU EVERYDAY							
CANADA	38500-18CA	1/22/1998	867165	4/23/2001	TMA544019	REGISTERE	21,8
CHINA	38500-18CN	2/4/1998	9800010180	6/21/1999	1286926	REGISTERE	8
CHINA	38500-19CN	2/4/1998	9800010179	6/7/2000	1404883	REGISTERE	21
INDONESIA	38500-18ID	2/25/1998	983080		440277	REGISTERE	8
INDONESIA	38500-19ID	2/25/1998	983081			PENDING	21
UNITED STATES	38500-18	8/28/1987	75/348,284	10/28/1999	2,288,377	REGISTERE	8
UNITED STATES	38500-19	8/28/1997	75/348,282	6/29/1999	2,257,901	REGISTERE	21
RETRONEU HOTELWARE							
UNITED STATES	38500-90	2/8/1999	75/636,882	8/28/2001	2,483,036	REGISTERE	21
UNITED STATES	38500-91	2/8/1999	75/636,679	8/14/2001	2,478,409	REGISTERE	08
RETRONEU LUXURY							
CANADA	38500-132CA	4/3/2001	1098451			PENDING	26
UNITED STATES	38500-132	11/1/2000	76/158,237	11/19/2002	2,652,510	REGISTERE	08

Trademark Report by Mark

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	Printed: 10/9/2003 STATUS	Page 3 CLASSES
RETRONEU SIGNATURE							
CANADA	38500-131CA	4/3/2001	1098452			PENDING	
UNITED STATES	38500-131	11/1/2000	76/158,238	12/10/2002	2,660,396	REGISTERE	26
SABATEIR MAISON							
CANADA	38500-148CA	5/23/2003	1179047			PENDING	08
UNITED STATES	38500-148	12/16/2002	78/194,970			PENDING	08
SABATIER FRENCH HOME							
AUSTRALIA	38500-147AU	5/30/2003	955843			PENDING	08,21
CANADA	38500-147CA	5/23/2003	1179048			PENDING	08
UNITED STATES	38500-147	12/16/2002	78/194,984			PENDING	08
SABATIER MAISON							
AUSTRALIA	38500-148AU	5/30/2003	955878			PENDING	21
END OF REPORT						TOTAL ITEMS SELECTED	63