

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Assignment for Security

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Integrated Brands, Inc.		04/21/2006	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

Name:	JPMorgan Chase Bank, N.A. as administrative agent
Street Address:	1166 Avenue of the Americas
Internal Address:	Chase Business Credit
City:	New York
State/Country:	NEW YORK
Postal Code:	10036
Entity Type:	National Banking Association:

PROPERTY NUMBERS Total: 54

Property Type	Number	Word Mark
Serial Number:	75681226	BLUE RIBBON BERRY PIE
Serial Number:	78277178	BREAKFAST JUST CHANGED FOR GOOD
Serial Number:	76312735	CHERRY CHIP BA DA BING
Serial Number:	73463317	CHILLY
Serial Number:	74390721	CHILLY BEARS
Serial Number:	73453621	CHILLY POP
Serial Number:	73537969	CHILLY THINGS
Serial Number:	72307523	CHILLY THINGS
Serial Number:	75458680	CHIPWICH
Serial Number:	73159560	CHIPWICH
Serial Number:	73319723	CHIPWICH
Serial Number:	75458671	DOUBLE DUTCH
Serial Number:	75979493	DREAMERY

CH \$1365.00 75681226

Serial Number:	78156095	FORTUNATE VANILLA
Serial Number:	74392301	FROSTY SNOWMEN
Serial Number:	73316006	FRUIT-A-FREEZE
Serial Number:	73427290	FRUIT-A-FREEZE
Serial Number:	78361101	GENUINE ESKIMO PIE
Serial Number:	74586031	GIANT AMAZING COOKIE THING
Serial Number:	74392004	GINGERBREAD MEN
Serial Number:	78384607	GIVE ME S'MORES
Serial Number:	73641299	GOLDRUSH
Serial Number:	73347801	GREAT AMERICAN CHILLY POPS
Serial Number:	74635053	HEALTHY TEMPTATIONS
Serial Number:	73492662	ICE CREAM CANDY BAR
Serial Number:	74392302	JOLLY SANTAS
Serial Number:	74391497	
Serial Number:	78538636	WHOLEFRUIT
Serial Number:	73320097	
Serial Number:	73320098	
Serial Number:	73316005	
Serial Number:	73083345	
Serial Number:	73453586	
Serial Number:	72289549	
Serial Number:	74420554	
Serial Number:	74420553	
Serial Number:	74420555	
Serial Number:	74390725	
Serial Number:	74391495	
Serial Number:	73584141	MIX-IN
Serial Number:	73543588	ROBO
Serial Number:	78124473	SENSIBLES
Serial Number:	78182235	SLENDERPIE
Serial Number:	73468790	STEVE'S
Serial Number:	73468789	STEVE'S
Serial Number:	73203440	STEVE'S ICE CREAM
Serial Number:	76076766	STRAWBERRY FIELDS
Serial Number:	78373933	SWIRLS

Serial Number:	73347800	TROPICAL POPS
Serial Number:	76383868	WHAT FLAVOR DO YOU DREAM IN
Serial Number:	78434105	WHOLE FRUIT
Serial Number:	78434097	WHOLE FRUIT
Serial Number:	78788419	FEEL ALIVE
Serial Number:	78790656	PROBIOTIC PLUS

CORRESPONDENCE DATA

Fax Number: (212)836-6475
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-836-8248
Email: jepstein@kayescholer.com
Correspondent Name: Jeffrey M. Epstein
Address Line 1: 425 Park Avenue
Address Line 2: c/o Kaye Scholer LLP
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Johanne Remy
Signature:	/s/ Johanne Remy
Date:	04/27/2006

Total Attachments: 15

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SECURITY AGREEMENT

(TRADEMARKS)

April 21, 2006

WHEREAS, Integrated Brands, Inc., a New Jersey corporation (the "Grantor"), has adopted, used and is using the trademarks listed on Schedule 1 annexed hereto as part hereof, which trademarks are registered in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, the Grantor is obligated to JPMorgan Chase Bank, N.A., as administrative agent (referred to herein as the "Grantee") and the other Lenders as defined in the Pledge and Security Agreement dated as of April 21, 2006 (the "Security Agreement") among the Grantor, certain affiliates of the Grantor party thereto, and the Grantee for the payment and performance of the Secured Obligations (as defined in the Security Agreement); and

WHEREAS, pursuant to the Security Agreement, the Grantor has granted to Grantee a security interest in all right, title and interest of the Grantor in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations;

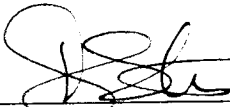
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Grantor does hereby further grant to Grantee, on behalf of itself and the Lenders, a security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

The Grantor does hereby further acknowledge and affirm that the rights and remedies of Grantee with respect to the security interest in the Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

Grantee's address is Chase Business Credit, 1166 Avenue of the Americas, New York, NY 10036.

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

INTEGRATED BRANDS, INC.

By: 
Name: David J. Stein
Title: Chief Executive Officer

SCHEDULE 1 TO SECURITY AGREEMENT

TRADEMARKS

Please see attached report.

Trademark Status Report for Integrated Brands, Inc.

Country	Mark	Owner	Appl. No. Appl. Date	Reg. No. Reg. Date	Class	Goods/Services	Status
Canada	CHIPWICH	Integrated Brands, Inc.	47427200 19-Aug-1981	TMA295293 21-Sep-1984		meats and processed foods.	Registered
Canada	GENUINE HSKIMO PIE & Design	Integrated Brands, Inc.	1208862 08-Mar-2004			frozen confections.	Pending
Chile	DREAMERY	Integrated Brands, Inc.	447892 05-Mar-1999	685219 05-Feb-2001	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice.	Registered
China	DREAMERY	Integrated Brands, Inc.	990005920 21-May-1999	1482072 28-Nov-2000	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice.	Registered
China	GENUINE HSKIMO PIE & Design	Integrated Brands, Inc.			30	frozen confections; frozen yogurt; ice and ice cream.	Pending
Community Trade Mark	CHIPWICH	Integrated Brands, Inc.	3386571 03-Oct-2003	3386571 06-Apr-2005	29, 30, 35	meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs, milk and milk products; edible oils and fats.	Registered
Community Trade Mark	CHIPWICH Design	Integrated Brands, Inc.			29, 30, 35	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice. retail services and vending services in the field of food, drinks, confectionary and ice. meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs, milk and milk products; edible oils and fats.	Pending
						coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice. retail services and vending services in the field of food, drinks, confectionary and ice.	

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Country	Mark	Owner	Appl. No. Appl. Date	Reg. No. Reg. Date	Class	Goods/Services	Status
Community Trade Mark	GENUINE ESKIMO PIE & Design	Integrated Brands Inc.	4555421 23-Aug-2005		30 35 43	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; frozen confections; honey, treacle; yeast, baking powder; salt, mustard; vinegar, sauces (condiments); spices; ice; frozen confectionery. retail services and vending services in the field of food, drinks, confectionary, ice and frozen confectionery.	Pending
Denmark	CHIPWICH	Integrated Brands, Inc.	1981292VA 29-May-1981	19832429VR 05-Aug-1983	30	preparation of food, drinks, confectionary, ice and frozen confectionery. staple foods.	Registered
EGYPT	GENUINE ESKIMO PIE & Design	Integrated Brands Inc.	165504 13-Mar-2004		30	frozen confections.	Pending
Jamaica	DREAMERY	Integrated Brands, Inc.	302545 03-May-1999	36979 03-May-1999	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking powder, salt, mustard, vinegar, sauces (condiments), spices, ice.	Registered
Jamaica	GENUINE ESKIMO PIE & Design	Integrated Brands, Inc.	44944 01-Mar-2004		30	frozen confections.	Pending
Japan	DREAMERY	Integrated Brands, Inc.	11040144 07-May-1999	4379030 21-Apr-2000	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking powder, salt, mustard, vinegar, sauces (condiments), spices, ice.	Registered
Korea, Republic of	DREAMERY	Integrated Brands, Inc.	199914588 03-May-1999	478594 10-Oct-2000	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking powder, salt, mustard, vinegar, sauces (condiments), spices, ice.	Registered
Korea, Republic of	GENUINE ESKIMO PIE & Design	Integrated Brands Inc.	200435409 02-Aug-2004		30	turtilias, liquorice [confectionery], glutinous confectionery frizzled in oil, dry cakes, hardtack, frozen yogurt [confectionery ices], nougat, da-sik (pastry-treated candy made from sesame, chestnut, green pea flour, honey, etc.), doughnuts, drops [confectionery], peanut confectionery, nuts, lollypops, marzipan, macaroons [pastry], malt biscuit, bavarols, peppermint sweets, balls of sweets, bunoon [confectionery], biscuits, chewing gum, not for medical purposes, sherbets [ices], sweetmeats [candy], candied fruits or vegetables, asa-ja [oil-and-honey pastry of rice, korean cracker], shortbread, cream puff, candy for food, almond confectionery, ice candy, iced cakes, ice cream, yak-kwa [korean traditional cakes made from wheat flour, oil and honey], bars of sweet jellied bean paste, frozen yogurt [confectionery	Pending

07-Apr-2006

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Trademark Status Report for Integrated Brands, Inc.

Country	Mark	Owner	Appl. No. Appl. Date	Reg. No. Reg. Date	Class	Goods/Services	Status
Morocco	GENUINE ESKIMO PIE & Design	Integrated Brands Inc.	AWAITED		30	ices], lozenges [laffees], waffles, wafers, jeunkwa (confectionery made from fruit, ginger, carrot or ginseng preserved in or hard-boiled with honey or sugar), confectionery in jelly form, chocolate, custard, caramels [candy], cakes, edible decorations for cakes, cake paste, corn chips, cookies, crackers, crepes, confectionery for decorating christmas trees, tarts, taffy, pies, pate [pastries], popcorn, pastry, pastilles [confectionery], pancake, puffed rice, pastries, petit-beurre biscuits, petit fours [cakes], sliced ginger candy, fondants [confectionery], puddings, pralines, halvah, hot cake [pancake], bean jam buns, bread rolls, dumplings, muffins, unleavened bread, breadcrumbs, gingerbread, spring rolls, bread, jam buns, sponge cake [cavallia], cream buns, buns for hamburger, ho-ddeok [chinese pancake stuffed with sugar].	Pending
Norway	GENUINE ESKIMO PIE & Design	Integrated Brands Inc.	200402193 02-Mar-2004		30	frozen confections.	Pending
Philippines	GENUINE ESKIMO PIE & Design	Integrated Brands Inc.	420040001924		30	frozen confections.	Pending
Singapore	DREAMERY	Integrated Brands, Inc.	T9909205E 25-Aug-1999	T9909205E 25-Aug-1999	30	ice cream, frozen yogurt, sorbets, sherbets, water ices, frozen confections, and frozen desserts.	Registered
Sweden	ESKIMO PIE	Integrated Brands Inc.	8503020 22-Apr-1985	200777 11-Apr-1986	30	frozen dessert products.	Registered
Switzerland	CHIPWICH	Integrated Brands, Inc.	29-May-1981	F312756 29-May-1981	29, 30	meats and processed foods. staple foods.	Registered
Switzerland	GENUINE ESKIMO PIE & Design	Integrated Brands Inc.	565112004 24-Sep-2004	527639 30-Nov-2004	30	frozen confections.	Registered
Taiwan	DREAMERY	Integrated Brands, Inc.	88021954 11-May-1999	887063 16-Mar-2000	30	coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, truffle, yeast, baking-powder, ash, mustard, vinegar, sauces (condiments), spices, ice.	Registered
Thailand	GENUINE ESKIMO PIE & Design	Integrated Brands Inc.	AWAITED		30	frozen confections.	Pending

07-Apr-2006

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Page 3 of 8

Trademark Status Report for Integrated Brands, Inc.

Country	Mark	Owner	Appln. No. Appln. Date	Reg. No. Reg. Date	Class	Goods/Services	Status
United States of America	BLUE RIBBON BERRY PIE	Integrated Brands, Inc.	75/681226 13-Apr-1999	2430790 27-Feb-2001	30	ice cream	Registered
United States of America	BREAKFAST JUST CHANGED FOR GOOD	Integrated Brands, Inc.	78/277178 22-Jul-2003		30	frozen confections composed primarily of yogurt	Allowed
United States of America	CHERRY CHIP BA DA BING	Integrated Brands, Inc.	76/312735 14-Sep-2001		30	ice cream	Allowed
United States of America	CHILLY (STYLIZED)	Integrated Brands, Inc.	73/463317 30-Jan-1984	1380646 28-Jan-1986	30	frozen confections	Registered
United States of America	CHILLY BEARS	Integrated Brands, Inc.	74/390721 14-May-1993	1888682 11-Apr-2005	30	ice cream and frozen confections	Registered
United States of America	CHILLY POP (STYLIZED)	Integrated Brands, Inc.	73/453621 21-Nov-1983	1379377 21-Jun-2006	30	frozen confections and frozen desserts	Registered
United States of America	CHILLY THINGS & DESIGN	Integrated Brands, Inc.	73/537969 16-May-1985	1391015 22-Apr-1986	30	frozen confections	Registered
United States of America	CHILLY THINGS (STYLIZED)	Integrated Brands, Inc.	72/307523 16-Sep-1968	950882 16-Jan-1973	30	frozen desserts and confections—namely ice cream, coated ice cream confections, frozen custards, ice milk, milk sherbert, fruit juices and less	Registered
United States of America	CHIPWICH	Integrated Brands, Inc.	75/458680 30-Mar-1998	2386144 12-Sep-2000	30	ice cream	Registered
United States of America	CHIPWICH	Integrated Brands, Inc.	73/159560 22-Feb-1978	1112416 30-Jan-1979	30	frozen confection, namely, soft ice cream sandwiched between chocolate chip cookies with sprinkles for consumption on or off the premises	Registered
United States of America	CHIPWICH	Integrated Brands, Inc.	73/319723 20-Jul-1981	1253994 11-Oct-1983	42	mobile ice cream store services	Registered
United States of America	DOUBLE DUTCH	Integrated Brands, Inc.	75/458671 30-Mar-1998	2625390 24-Sep-2002	30	ice cream	Registered

07-Apr-2006

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Page 4 of 8

Trademark Status Report for Integrated Brands, Inc.

Country	Mark	Owner	Appl. No. Appl. Date	Reg. No. Reg. Date	Class	Goods/Services	Status
United States of America	DREAMERY	Integrated Brands, Inc.	75/979493 05-Apr-1999	2473269 31-Jul-2001	30	ice cream	Registered
United States of America	FORTUNATE VANILLA	Integrated Brands, Inc.	78/156095 20-Aug-2002	2833191 13-Apr-2004	30	ice cream	Registered
United States of America	FROSTY SNOWMEN	Integrated Brands, Inc.	74/392301 14-May-1993	1859858 25-Oct-2004	30	frozen desserts and confections	Registered
United States of America	FRUIT-A-FREEZE	Integrated Brands, Inc.	73/316006 22-Jun-1981	1209937 21-Sep-1982	30	frozen confections	Registered
United States of America	FRUIT-A-FREEZE	Integrated Brands, Inc.	73/427290 23-May-1983	1289268 07-Aug-2004	30	frozen confections	Registered
United States of America	GENUINE ESKIMO PIE & Design	Integrated Brands, Inc.	78/261101 02-Feb-2004		30	frozen confections	Pending
United States of America	GIANT AMAZING COOKIE THING	Integrated Brands, Inc.	74/586031 17-Oct-1994	1927975 17-Oct-1995	30	frozen confections	Registered
United States of America	GINGERBREAD MEN (STYLIZED)	Integrated Brands, Inc.	74/392004 14-May-1993	1864837 29-Nov-2004	30	ice cream and frozen confections	Registered
United States of America	GIVE ME S'MORES	Integrated Brands, Inc.	78/334607 15-Mar-2004		30	frozen confections	Allowed
United States of America	GOLDRUSH	Integrated Brands, Inc.	73/641299 27-Jan-1987	1455639 01-Sep-1987	30	frozen confections	Registered

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Country	Mark	Owner	Appl. No., Appl. Date	Reg. No., Reg. Date	Class	Goods/Services	Status
United States of America	GREAT AMERICAN CHILLY POP (STYLIZED)	Integrated Brands, Inc.	73/347801 29-Jan-1982	1308216 04-Dec-2004	30	frozen confections	Registered
United States of America	HEALTHY TEMPTATIONS	Integrated Brands, Inc.	74/635053 15-Feb-1995		30	frozen confections and frozen desserts, namely, ice cream, frozen yogurt, ice milk, sherbet, sorbet, frozen fruit, water ice and frozen dietary dessert (dairy or non-dairy, naturally or artificially sweetened) namely pops, bars, sandwiches, sandwiches, cups, cones, parfaits, push-ups, squeeze-ups, bonbons, nuggets, shakes, brownie sandwiches, brownie sundaes, bombes, tartariffs, ice cream cakes and pies; frozen yogurt cakes and pies; ice cream cake rolls, nut rolls and jimmy rolls; and frozen yogurt cake rolls, nut rolls and jimmy rolls	Allowed
United States of America	ICE CREAM CANDY BAR (Stylized)	Integrated Brands, Inc.	73/492662 30-Jul-1984	1377748 07-Jan-1986	30	frozen confection consisting of ice cream, chocolate, caramel, and nuts	Registered
United States of America	JOLLY SANTAS	Integrated Brands, Inc.	74/392302 14-May-1993	1859859 25-Oct-2004	30	ice cream and frozen confections	Registered
United States of America	MISCELLANEOUS BEAR DESIGN	Integrated Brands, Inc.	74/391497 14-May-1993	1865899 06-Dec-2004	30	frozen desserts and confections	Registered
United States of America	Miscellaneous Design	Integrated Brands, Inc.	78/536636 27-Dec-2004		29	yogurt and dairy-based beverages	Pending
United States of America	Miscellaneous Design (Design of Chipwich)	Integrated Brands, Inc.	73/320097 22-Jul-1981	1397006 10-Jun-1986	30	frozen confection, namely, soft ice cream sandwiched between chocolate chip cookies with chocolate chips	Registered
United States of America	Miscellaneous Design (Design of Chipwich)	Integrated Brands, Inc.	73/320098 22-Jul-1981	1397179 10-Jun-1986	42	mobile ice cream vending services	Registered
United States of America	Miscellaneous Design (Fruit Design)	Integrated Brands, Inc.	73/316005 22-Jun-1981	1220220 14-Dec-1982	30	frozen confections	Registered
United States of America	MISCELLANEOUS DESIGN (GINGERBREAD MAN)	Integrated Brands, Inc.	73/083345 09-Apr-1976	1085807 14-Feb-1978	30	frozen confections	Registered
United States of America	MISCELLANEOUS DESIGN (SNOWMAN HEAD)	Integrated Brands, Inc.	73/453586 21-Nov-1983	1318438 05-Feb-1985	30	frozen confections	Registered

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07-Apr-2006

Page 6 of 8

Trademark Status Report for Integrated Brands, Inc.


Country	Mark	Owner	Appln. No. Appln. Date	Reg. No. Reg. Date	Class	Goods/Services	Status
United States of America	MISCELLANEOUS DESIGN (SUNBURST)	Integrated Brands, Inc.	72/289549 24-Jan-1968	873145 15-Jul-1969	30 32	frozen desserts and confections-namely, ice cream, coated ice cream confections, frozen custards, ice milk, milk sherbert, and ices	Registered
United States of America	Miscellaneous Design (Woman with Bananas)	Integrated Brands, Inc.	74/420554 03-Aug-1993	1949942 23-Jan-1996	30	frozen confections	Registered
United States of America	Miscellaneous Design (Woman with Coconuts)	Integrated Brands, Inc.	74/420553 03-Aug-1993	1934600 14-Nov-1995	30	frozen confections	Registered
United States of America	Miscellaneous Design (Woman with Watermelon)	Integrated Brands, Inc.	74/420555 03-Aug-1993	1934602 14-Nov-1995	30	frozen confections	Registered
United States of America	MISCELLANEOUS SANTA DESIGN	Integrated Brands, Inc.	74/390725 14-May-1993	1858751 18-Oct-1994	30	ice cream and frozen confections	Registered
United States of America	MISCELLANEOUS SNOWMAN DESIGN	Integrated Brands, Inc.	74/391495 14-May-1993	1916670 05-Sep-2005	30	frozen desserts and confections	Registered
United States of America	MIX-IN	Integrated Brands, Inc.	73/584141 21-Feb-1986	1469246 15-Dec-1987	30	ice cream	Registered
United States of America	ROBO (STYLIZED)	Integrated Brands, Inc.	73/543588 17-Jun-1985	1379412 21-Jan-2006	30	frozen confections	Registered
United States of America	SENSIBLES	Integrated Brands, Inc.	78/124473 26-Apr-2002		30	frozen confections	Allowed
United States of America	SLENDERPIE	Integrated Brands, Inc.	78/182235 06-Nov-2002	2801445 06-Jul-2004	30	frozen confections	Registered
United States of America	STEVES	Integrated Brands, Inc.	73/468790 05-Mar-1984	1514028 22-Nov-1988	42	retail ice cream store services	Registered
United States of America	STEVES AND DESIGN	Integrated Brands, Inc.	73/468789 05-Mar-1984	1514027 22-Nov-1988	42	retail ice cream store services	Registered

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Country	Mark	Owner	Appl. No. Appl. Date	Reg. No. Reg. Date	Class	Goods/Services	Status
United States of America	STEVES ICE CREAM	Integrated Brands, Inc.	73/203440 12-Feb-1979	1158272 23-Jun-1981	30	ice cream for consumption on or off the premises	Registered
United States of America	STRAWBERRY FIELDS	Integrated Brands, Inc.	76/076766 26-Jun-2000	2660267 10-Dec-2002	30	ice cream	Registered
United States of America	SWIRLS & Design	Integrated Brands, Inc.	78/373933 25-Feb-2004		30	frozen confections	Pending
United States of America	TROPICAL POPS (STYLIZED)	Integrated Brands, Inc.	73/347800 29-Jan-1982	1277248 08-May-1984	30	frozen confections	Registered
United States of America	WHAT FLAVOR DO YOU DREAM IN	Integrated Brands, Inc.	76/383868 14-Mar-2002	2765384 16-Sep-2003	30	ice cream, reduced fat, low fat and fat free ice cream; ice cream confections; frozen dairy and non-dairy confections; frozen dairy and non-dairy dairy desserts; frozen reduced fat, low fat and fat free dairy and non-dairy confections; ice milk; sorbets; sherbets; shaved ice; frozen fruit juice bars; frozen fruit juice flavored bars; fat free frozen yogurt	Registered
United States of America	WHOLE FRUIT	Integrated Brands, Inc.	78/434105 11-Jun-2004		30	frozen confections, namely, sorbet, ice cream, fruit ices; yogurt based beverages, dairy beverages; smoothies	Pending
United States of America	WHOLE FRUIT & Design	Integrated Brands, Inc.	78/434097 11-Jun-2004		30	frozen confections, namely sorbet, ice cream, fruit ices; yogurt based beverages, dairy beverages; smoothies	Pending

Image	Trademark	Database	Status	Goods/Services	Applicant/Registrant	Serial/Application Number	Registration Number	Application Date	Expiration Date
FEEL ALIVE	FEELALIVE	U.S. Federal	PENDING INTENT TO USE	INT. CL. 29 YOGURT, DRINKABLE YOGURT, YOGURT-BASED BEVERAGES, YOGURT IN TUBES	Applicant: INTEGRATED BRANDS, INC. NEW JERSEY CORPORATION 4175 VETERANS HIGHWAY RONKONKOMA, NEW YORK	78796419		January 10, 2006	
PROBIOTIC PLUS		U.S. Federal	PENDING INTENT TO USE	INT. CL. 29 YOGURT, DRINKABLE YOGURT, YOGURT-BASED BEVERAGES, YOGURT IN TUBES, YOGURT DIPS, SPREADABLE YOGURT	Applicant: INTEGRATED BRANDS, INC. NEW JERSEY CORPORATION 4175 VETERANS HIGHWAY RONKONKOMA, NEW YORK	78796656		January 12, 2006	
STEVES		Ireland The Database includes Government of Ireland Copyright material. Government of Ireland Copyright 1988	REGISTRATION	REGISTRATION ICE CREAM, PREPARATIONS, SUBSTANCES AND CONSTITUENTS, ALL INCLUDED IN CLASS 30 FOR MAKING ICE CREAM.	Applicant: INTEGRATED BRANDS, INC. NEW JERSEY CORPORATION 4175 VETERANS HIGHWAY RONKONKOMA, NEW YORK 11779	142713	142713	02 October 1990 (October 2, 1990)	01 October 2007 (October 1, 2007)
STEVES		Ireland The Database includes Government of Ireland Copyright material. Government of Ireland Copyright 1988	REGISTRATION	REGISTRATION MILK, MILK PRODUCTS, MILK BEVERAGES, DAIRY PRODUCTS, EGGS, SNACK FOODS, JELLIES, PUDDINGS AND DESSERTS, YOGHURT, ALL INCLUDED IN CLASS 29.	Applicant: INTEGRATED BRANDS, INC. NEW JERSEY CORPORATION 4175 VETERANS HIGHWAY RONKONKOMA, NEW YORK 11779	142712	142712	02 October 1990 (October 2, 1990)	01 October 2007 (October 1, 2007)



Image	Trademark	Database	Status	Goods/Services	Applicant/Registrant	Serial/Application Number	Registration Number	Application Date	Expiration Date
	STEVES	Ireland The Database includes Government of Ireland Copyright material. Government of Ireland Copyright 1988	REGISTRATION	STATIONERY AND PRINTED MATTER, PAPER AND CARDBOARD PRODUCTS, NAPKINS, BROCHURES AND CATALOGUES ALL INCLUDED IN CLASS 16.	Applicant: INTEGRATED BRANDS, INC. NEW JERSEY CORPORATION 4175 VETERANS HIGHWAY RONKONKOMA, NEW YORK 11779	141688	141688	04 October 1990 (October 4, 1990)	03 October 2007 (October 3, 2007)



	STEVES	United Kingdom © British Crown Copyright	REGISTRATION	CLASS 30 . ICE CREAM, PREPARATIONS, SUBSTANCES AND CONSTITUENTS, ALL INCLUDED IN CLASS 30 FOR MAKING ICE CREAM.	Applicant: INTEGRATED BRANDS, INC. NEW JERSEY CORPORATION 4175 VETERANS HIGHWAY RONKONKOMA, NEW YORK 11779	1242640	1242640	24 May 1985 (May 24, 1985)	24 May 2006 (May 24, 2006)
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Image	Trademark	Database	Status	Goods/Services	Applicant/Registrant	Serial/Application Number	Registration Number	Application Date	Expiration Date
	STEVES	United Kingdom © British Crown Copyright	REGISTRATION CLASS 42 - RESTAURANT AND FOOD PREPARATION SERVICES. ALL INCLUDED IN CLASS 42.			1439880	1439880	11 September 1990 (September 11, 1990)	11 September 2007 (September 11, 2007)

	STEVES	United Kingdom © British Crown Copyright	REGISTRATION CLASS 30 - ICE CREAM, PREPARATIONS, SUBSTANCES AND CONSTITUENTS, ALL FOR MAKING ICE CREAM; ALL INCLUDED IN CLASS 30.	Applicant: INTEGRATED BRANDS, INC. NEW JERSEY CORPORATION 4175 VETERANS HIGHWAY RONKONKOMA, NEW YORK 11779	1439878	1439878	11 September 1990 (September 11, 1990)	11 September 2007 (September 11, 2007)
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11 September 1999 (September 11, 1999)
11 September 2007 (September 11, 2007)

REGISTRATION CLASS 29. MILK, MILK PRODUCTS, MILK BEVERAGES, DAIRY PRODUCTS, EGGS, SWACK FOODS, JELLIES, PUDDINGS AND DESSERTS, TOFU, YOGURT, ICE CREAM, ICE CREAM MIXTURES, BUT NOT INCLUDING PRESERVED, DRIED OR COOKED FRUITS.

Applicant:
INTEGRATED BRANDS, INC. NEW JERSEY CORPORATION
4175 VETERANS HIGHWAY
RONKONKOMA, NEW YORK 11779