# OP \$40,00 7886

## 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
Lisa Hoffman		01/01/2007	INDIVIDUAL: UNITED STATES

### **RECEIVING PARTY DATA**

Name:	CECI New York, LLC	
Street Address:	22 West 23rd Street, 5th Floor Penthouse	
City:	New York	
State/Country:	NEW YORK	
Postal Code:	10010	
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK	

### PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78863986	CECI

### **CORRESPONDENCE DATA**

Fax Number: (212)452-2048

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

Phone: 212-233-4444

Email: dgeliebter@dorflaw.com
Correspondent Name: The Dorf Law Firm, LLP

Address Line 1: 115 East 57th Street, 11th Floor Address Line 2: Attention: Darren M. Geliebter New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	CECI; 78/863986
NAME OF SUBMITTER:	Darren M. Geliebter
Signature:	/Darren M. Geliebter/
Date:	12/07/2007

900093687 TRADEMARK REEL: 003673 FRAME: 0622 Total Attachments: 1

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TRADEMARK REEL: 003673 FRAME: 0623

# **ASSIGNMENT OF TRADEMARK APPLICATION**

WHEREAS Lisa Hoffman, ("Assignor") with an address of 205 West 54<sup>th</sup> Street, Apt. 6E, New York, NY 10019 (originally filed application as residing at Suite 305, 325 East 41<sup>st</sup> Street, New York, NY 10017), has adopted, used and is using the mark referenced in Schedule A below, which application was submitted on April 18, 2006 in the U.S. Patent and Trademark Office;

WHEREAS CECI New York, LLC ("Assignee") with an address of 22 West 23<sup>rd</sup> Street, 5<sup>th</sup> Floor Penthouse, New York, New York, 10010, is desirous of acquiring said mark and the anticipated subsequent registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the said mark and the anticipated registration therefore for the United States and throughout the world, together with the good will of the business symbolized by the mark, and the above-identified application thereof, along with the right to recover for damages and profits for past infringements thereof.

Date: 12-6-07	Lisa Hoffman  By: Name: Visa Hoffman	mas
STATE OF NEW YORK ) ) ss.:		
COUNTY OF NEW YORK )		
On this day personally came LISA HOFFMAN to foregoing instrument, who signed the the same to be of her free act and deed	foregoing instrument in my presence a	and declared
* through NY State drivers license	$m \cdot i \cdot 1$	
MICHAEL SENZ Notary Public - State of New York No. 019E6114952 Qualified in New York County My Comm. Expires Aug. 30, 2008	Notary Public	
<u>S</u>	SCHEDULE A	
Applicants LECA HOURING	CANT.	the way to be the

Applicant:

LISA HOFFMAN

Serial No.:

78/863,986

Mark:

CECI

TRADEMARK REEL: 003673 FRAME: 0624

**RECORDED: 12/07/2007**