

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Caden Companies, Inc.		03/15/2009	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Jodi Caden		
<b>Street Address:</b>	1917 Bayou Drive		
<b>City:</b>	Bloomfield Hills		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48302		
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77589829	UNDER WRAPZ	
<b>Serial Number:</b>	77566847	BELLY WRAPZ	
<b>Serial Number:</b>	77633910	BELLY BANDIT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)282-2500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	3102829400		
<b>Email:</b>	jesacove@silverfreedman.com		
<b>Correspondent Name:</b>	Julia Esacove		
<b>Address Line 1:</b>	2029 Century Park East		
<b>Address Line 2:</b>	19th Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>ATTORNEY DOCKET NUMBER:</b>	11576-800		
<b>NAME OF SUBMITTER:</b>	Julia Esacove		

**CH \$90.00 77589829**

Signature:	/Julia Esacove/
------------	-----------------

Date:	03/18/2009
-------	------------

**Total Attachments: 14**  
source=Trademark Assignment - Executed (00491764)#page1.tif  
source=Trademark Assignment - Executed (00491764)#page2.tif  
source=Trademark Assignment - Executed (00491764)#page3.tif  
source=Trademark Assignment - Executed (00491764)#page4.tif  
source=Trademark Assignment - Executed (00491764)#page5.tif  
source=Trademark Assignment - Executed (00491764)#page6.tif  
source=Trademark Assignment - Executed (00491764)#page7.tif  
source=Trademark Assignment - Executed (00491764)#page8.tif  
source=Trademark Assignment - Executed (00491764)#page9.tif  
source=Trademark Assignment - Executed (00491764)#page10.tif  
source=Trademark Assignment - Executed (00491764)#page11.tif  
source=Trademark Assignment - Executed (00491764)#page12.tif  
source=Trademark Assignment - Executed (00491764)#page13.tif  
source=Trademark Assignment - Executed (00491764)#page14.tif

ASSIGNMENT OF TRADEMARK APPLICATIONS

U.S. APPLICATION SERIAL NO.: 77/589,829  
TRADEMARK: UNDER WRAPZ (stylized)  
INTERNATIONAL CLASS: 25  
U.S. APPLICATION SERIAL NO.: 77/566,847  
TRADEMARK: BELLY WRAPZ (words and design)  
INTERNATIONAL CLASS: 25  
U.S. APPLICATION SERIAL NO.: 77/563,910  
TRADEMARK: BELLY BANDIT (word mark)  
INTERNATIONAL CLASS: 25  
OWNER: The Caden Companies, Inc.

This Trademark Assignment (the "Assignment") is made and entered into by and between The Caden Companies, Inc. ("Assignor"), a California Corporation, with its principal place of business at 8111 Beverly Boulevard, Suite 209, Los Angeles, California 90048, and Jodi Caden ("Assignee"), an individual, with an address of 1917 Bayou Drive, Bloomfield Hills, Michigan 48302.

1. Assignor is the owner of the trademarks UNDER WRAPZ (stylized), BELLY WRAPZ (words and design) and BELLY BANDIT (word mark) (the "Trademarks"), and United States Trademark Applications Serial Numbers 77/589,829, 77/566,847 and 77/563,910 (the "U.S. Applications"). Copies of the United States

Trademark Assignment  
UNDER WRAPZ (stylized)  
BELLY WRAPZ (words and design)  
BELLY BANJIT (word mark)  
Page 2

Patent & Trademark Office TESS and TARR database records for the U.S. Applications are attached to this Assignment and incorporated herewith as Schedule 1.



2. Assignee desires to acquire from Assignor all worldwide rights to the Trademarks, and the U.S. Applications.

3. For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the Assignor, the Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, Assignor's entire right, title and interest in the Trademarks worldwide, and the U.S. Applications, together with the goodwill of the business associated therewith and all rights to secure registrations and renewals worldwide.

4. The Assignor further sells, assigns and transfers to Assignee any and all causes of action, claims, demands, or other rights occasioned from or because of any and all current or past infringements of the Trademarks, together with the right in Assignee, her successors, assigns, or other legal representatives, to sue and recover therefore, including the right to bring suit in her own name, and to receive, retain, hold and enjoy for her own use and behalf, and for the use and behalf of her successors, assigns or other legal representatives, any and all damages, profits, or other recoveries or compensation on account of any infringement or suit.

Trademark Assignment  
UNDER WRAPZ (stylized)  
BELLY WRAPZ (words and design)  
BELLY BANDIT (word mark)  
Page 3

IN WITNESS WHEREOF, the undersigned have signed this Assignment.

Dated: <u>3/15</u> , 2009	Dated: <u>3/15</u> , 2009
THE CADEN COMPANIES, INC. Assignor	JODI CADEN Assignee
By: 	
Name: Jodi Caden Title: Owner	Jodi Caden



United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Jan 31 04:03:50 EST 2009

TESS Home NEW USER STRUCTURED FREE FORM BROWSE DICT SEARCH OQ BOTTOM HELP PREV LIST CURR LIST  
 NEXT LIST FIRST DOC PREV DOC NEXT DOC LAST DOC

Logout Please logout when you are done to release system resources allocated for you.

Start List At: OR Jump to record: Record 1 out of 2

TARR Status ASSIGN Status TDR TTAB Status ( Use the "Back" button of the Internet Browser to return to TESS)



Word Mark	UNDER WRAPZ
Goods and Services	IC 025. US 022 039. G & S; Shapewear, namely, abdominal wrap
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	77589829
Filing Date	October 9, 2008
Current Filing Basis	1B
Original Filing Basis	1B
Published for Opposition	March 3, 2009
Owner	(APPLICANT) the caden companies, inc CORPORATION CALIFORNIA 8111 beverly blvd ste 209 los angeles CALIFORNIA 90048
Description of Mark	The color(s) purple & green is/are claimed as a feature of the mark. The mark consists of the stylized wording "UNDER WRAPZ" in purple and outlined in green.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

TRADEMARK

REEL: 003955 FRAME: 0170

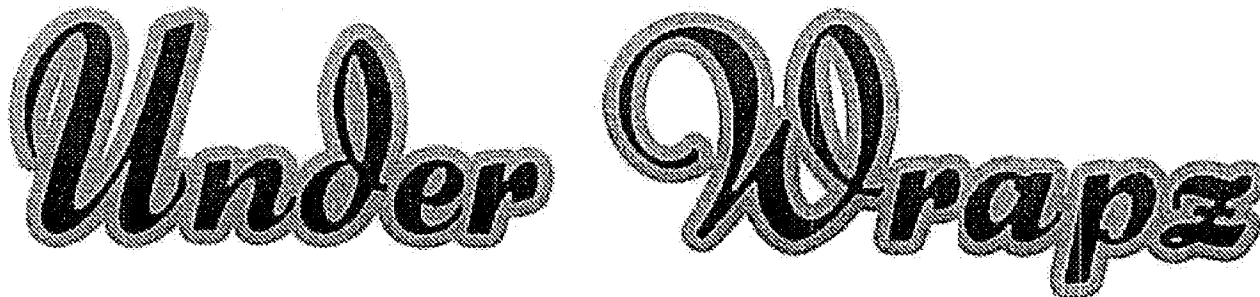
Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2009-02-02 20:35:13 ET

Serial Number: 77589829 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)

Mark



(words only): UNDER WRAPZ

Standard Character claim: No

Current Status: Final review prior to publication has been completed, application will be published for opposition.

Date of Status: 2009-01-23

Filing Date: 2008-10-09

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

The information will be/was published in the Official Gazette on 2009-03-03

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 105

Attorney Assigned:  
WELLS KELLEY L

Current Location: 650 -Publication And Issue Section

Date In Location: 2009-01-23

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

I. the caden companies, inc

**Address:**

the caden companies, inc  
8111 beverly blvd ste 209  
los angeles, CA 90048  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** California

**Phone Number:** 323-556-0535

**Fax Number:** 323-967-5500

**GOODS AND/OR SERVICES**

**International Class:** 025

**Class Status:** Active

Shapewear, namely, abdominal wrap

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**ADDITIONAL INFORMATION**

**Color(s) Claimed:** The color(s) purple & green is/are claimed as a feature of the mark.

**Description of Mark:** The mark consists of the stylized wording "UNDER WRAPZ" in purple and outlined in green.

**MADRID PROTOCOL INFORMATION**

(NOT AVAILABLE)

**PROSECUTION HISTORY**

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-01-23 - Law Office Publication Review Completed

2009-01-23 - Assigned To LIE

2009-01-08 - Approved for Pub - Principal Register (Initial exam)

2009-01-08 - Examiner's Amendment Entered

2009-01-08 - Notification Of Examiners Amendment E-Mailed

**TRADEMARK**

**REEL: 003955 FRAME: 0172**

<http://tarr.uspto.gov/tarr?regser=serial&entry=77589829>



2009-01-08 - Examiners amendment e-mailed  
2009-01-08 - Examiners Amendment -Written  
2009-01-08 - Assigned To Examiner  
2008-10-15 - Notice Of Pseudo Mark Mailed  
2008-10-14 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**

THE CADEN COMPANIES, INC  
THE CADEN COMPANIES, INC  
8111 BEVERLY BLVD STE 209  
LOS ANGELES, CA 90048-4531  
Phone Number: 323-556-0535  
Fax Number: 323-967-5500

---



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

## Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Jan 31 04:03:50 EST 2009

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [Browse Dict](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)

[Logout](#)

Please logout when you are done to release system resources allocated for you.

### Record 1 out of 1

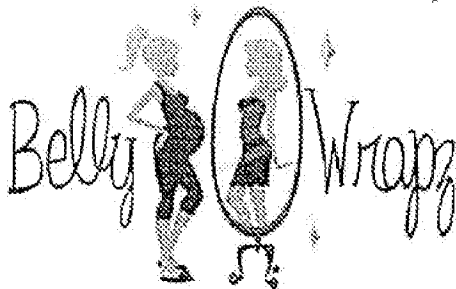
[TARR Status](#)

[ASSIGN Status](#)

[TDR](#)

[TTAB Status](#)

( Use the "Back" button of the Internet Browser to return to TESS)



Word Mark BELLY WRAPZ

Goods and Services IC 025, US 022 039, G & S: Undergarments

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design 01.01.12 - Stars - multiple stars with four points

Search Code 02.03.02 - Silhouettes of women; Women depicted as shadows or silhouettes of women  
02.03.17 - Pigtails; Ponytails; Women with ponytails or pigtails  
02.07.02 - Groups, females  
12.01.11 - Bathroom articles, mirrors, Wall mounted and free standing; Mirrors, Wall-mounted and free standing

Serial Number 77566847

Filing Date September 10, 2008

Current Filing Basis 1B

Original Filing Basis 1B

Owner (APPLICANT) The Caden Companies, Inc. DBA Belly Wrapz CORPORATION CALIFORNIA 8111 Beverly Blvd. ste. 209 los angeles CALIFORNIA 90048

Description of Mark The color(s) blue, purple, pink is/are claimed as a feature of the mark. The mark consists of a women with a pink body, pink hair and purple outfit looking in a blue mirror at a slimmer reflection also pink with pink hair and a purple dress, the words belly bandit in purple, blue diamond embellishments.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

TRADEMARK

REEL: 003955 FRAME: 0174

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2009-02-02 20:35:49 ET

Serial Number: 77566847 Assignment Information      Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark



(words only): BELLY WRAPZ

Standard Character claim: No

**Current Status:** A non-final action has been mailed. This is a letter from the examining attorney requesting additional information and/or making an initial refusal. However, no final determination as to the registrability of the mark has been made.

**Date of Status:** 2008-12-16

**Filing Date:** 2008-09-10

**Filed as TEAS Plus Application:** Yes

**Currently TEAS Plus Application:** Yes

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 108

**Attorney Assigned:**  
FATHY DOMINIC

**Current Location:** L8X -TMEG Law Office 108 - Examining Attorney Assigned

**Date In Location:** 2008-12-16

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. The Caden Companies, Inc.

**DBA/AKA/TA/Formerly:** DBA Belly Wrapz

**Address:**

The Caden Companies, Inc.

8111 Beverly Blvd. ste. 209

los angeles, CA 90048

United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** California

**Phone Number:** 323-556-0535

**Fax Number:** 323-967-5500

**GOODS AND/OR SERVICES**

**International Class:** 025

**Class Status:** Active

Undergarments

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**ADDITIONAL INFORMATION**

**Color(s) Claimed:** The color(s) blue, purple, pink is/are claimed as a feature of the mark.

**Description of Mark:** The mark consists of a women with a pink body, pink hair and purple outfit looking in a blue mirror at a slimmer reflection also pink with pink hair and a purple dress, the words belly bandit in purple, blue diamond embellishments.

**Design Search Code(s):**

01.01.12 - Stars - multiple stars with four points

02.03.02 - Silhouettes of women; Women depicted as shadows or silhouettes of women

02.03.17 - Pigtails; Ponytails; Women with ponytails or pigtails

02.07.02 - Groups, females

12.01.11 - Bathroom articles, mirrors, Wall mounted and free standing; Mirrors, Wall-mounted and free standing

**MADRID PROTOCOL INFORMATION**

(NOT AVAILABLE)

**PROSECUTION HISTORY**

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

**TRADEMARK**

**REEL: 003955 FRAME: 0176**

2008-12-16 - Notification Of Non-Final Action E-Mailed

2008-12-16 - Non-final action e-mailed

2008-12-16 - Non-Final Action Written

2008-12-12 - Assigned To Examiner

2008-09-16 - Notice Of Design Search Code And Pseudo Mark Mailed

2008-09-15 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**

THE CADEN COMPANIES, INC.

THE CADEN COMPANIES, INC.

8111 BEVERLY BLVD STE 209

LOS ANGELES, CA 90048-4531

Phone Number: 323-556-0535

Fax Number: 323-967-5500

---

**TRADEMARK**

**REEL: 003955 FRAME: 0177**



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

## Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Jan 31 04:03:50 EST 2009

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)

Please logout when you are done to release system resources allocated for you.

### Record 1 out of 1

[TARR Status](#) [ASSIGN Status](#) [TDR](#) [TTAB Status](#) ( Use the "Back" button of the Internet Browser to return to TESS)

# BELLY BANDIT

Word Mark	BELLY BANDIT
Goods and Services	IC 025, US 022 039, G & S: Stomach wrap in the nature of a supportive foundation garment used around the midsection to reduce post pregnancy swelling, assist weight loss, support the midsection after surgery, and create a slimming effect. FIRST USE: 20080511, FIRST USE IN COMMERCE: 20080511
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77633910
Filing Date	December 16, 2008
Current Filing Basis	1A
Original Filing Basis	1A
Owner	(APPLICANT) The Caden Companies Inc. DBA Belly Bandit CORPORATION CALIFORNIA 8111 Beverly Blvd, Suite 209 Los Angeles CALIFORNIA 90048
Attorney of Record	Inna Fayenson
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

TRADEMARK

REEL: 003955 FRAME: 0178

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2009-02-02 20:36:24 ET

Serial Number: 77633910 Assignment Information      Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

# BELLY BANDIT

(words only): BELLY BANDIT

Standard Character claim: Yes

Current Status: Newly filed application, not yet assigned to an examining attorney.

Date of Status: 2008-12-22

Filing Date: 2008-12-16

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 042 -New Application Processing

Date In Location: 2008-12-22

---

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. The Caden Companies Inc.

DBA/AKA/TA/Formerly: DBA Belly Bandit

Address:

The Caden Companies Inc.

8111 Beverly Blvd, Suite 209  
 Los Angeles, CA 90048  
 United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** California

---

**GOODS AND/OR SERVICES**

---

**International Class:** 025

**Class Status:** Active

Stomach wrap in the nature of a supportive foundation garment used around the midsection to reduce post pregnancy swelling, assist weight loss, support the midsection after surgery, and create a slimming effect

**Basis:** 1(a)

**First Use Date:** 2008-05-11

**First Use in Commerce Date:** 2008-05-11

---

**ADDITIONAL INFORMATION**

---

(NOT AVAILABLE)

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-12-19 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Inna Fayenson

**Correspondent**

INNA FAYENSON

MEISTER SEELIG & FEIN LLP

140 E 45TH ST FL 19

NEW YORK, NY 10017-7143

Phone Number: 212-655-3500

**TRADEMARK**

**REEL: 003955 FRAME: 0180**