

11-09-1998



100873895

To the Hon. Commissioner of

and original documents or copy thereof.

and address of receiving party(ies):

MRD 11-2-98

1. Name of conveying party(ies):

philosophy, inc.

Name: Cristina M. Carlino

Internal Address: _____

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-State ARIZONA
- Other _____

Street Address: 4304 East Stanford

City: Phoenix State: AZ

Zip: 85018

Additional name(s) of conveying party(ies) attached?
 Yes No

Individual(s) citizenship USA

Association

General Partnership

Limited Partnership

Corporation-State _____

Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designation must be separate from Assignment)
Additional name(s) & address(es) attached: Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Execution Date 10/26/98

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

SN 75/547562

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Mark A. Carlino
Address: Law Office of Mark A. Carlino
2196 East Camelback Road
Phoenix, Arizona 85016
Telephone: (602) 955-1256

6. Total number of applications and registrations involved: One

7. Total Fee (37 CFR 3.41)
\$ 40.00

- Enclosed
- Charge deficiency to Deposit Account

8. Deposit Account No. _____
Duplicate of this page is attached if using deposit account

DO NOT USE THIS SPACE

9. 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.

Mark A. Carlino
Name of Person Signing

Signature

10-27-98
Date

Total number of pages submitted: 2

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75547562
00000261
JANUARY 1999
FC:461

ASSIGNMENT

WHEREAS, philosophy, inc., an Arizona corporation, having a principal place of business at 4602 East Hammond Lane, Phoenix, Arizona 85034 ("Assignor"), has intended to use the mark "DO YOU BELIEVE IN FINGERTIP FLOWERS? WHY? WHERE DID MY FINGERPRINTS COMES FROM? WHY ARE NO TWO SETS OF FINGERPRINTS ALIKE? (& DESIGN)" in interstate commerce and has filed an application with the United States Patent and Trademark Office on September 3, 1998, based on its bona fide intent to use such mark in commerce, which application has been assigned Serial No. 75/547562, but has not yet filed an allegation of use of the mark under §§1(c) or 1(d) of the Trademark Act;


WHEREAS, Assignor is assigning the mark identified above as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060; and

WHEREAS, Cristina M. Carlino, a U.S. citizen, having a residence address of 4304 East Stanford Drive, Phoenix, Arizona 85018 ("Assignee"), has acquired the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060, and is desirous of acquiring said trademark and the pending intent-to-use application therefor.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the above-identified trademark and the goodwill of business symbolized thereby.


DATED this 26 day of OCTOBER, 1998.

philosophy, inc., an Arizona corporation

By: 
David J. Watson, Vice President

STATE OF ARIZONA)
) ss:
County of Maricopa)

On this 26 day of OCTOBER, 1998, personally appeared David J. Watson, to me known and known to me to be the Vice President of philosophy, inc., the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.


Notary Public

