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11-12-1998

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK



100876017

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

MLD  
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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  Association
- Corporation
- Other
- Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY

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Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

REEL: 1811 FRAME: 0882

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments. #

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Registration Number(s)**

<input type="text" value="0655981"/>	<input type="text" value="1190720"/>	<input type="text" value="1194360"/>
<input type="text" value="0765592"/>	<input type="text" value="1190721"/>	<input type="text" value="1484290"/>
<input type="text" value="1103385"/>	<input type="text" value="1194359"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved. #

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed  Deposit Account

**Deposit Account**

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**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. Charges to deposit account are authorized, as indicated herein.

Name of Person Signing

  
Signature

Date Signed

U.S. TRADEMARK ASSIGNMENT

WHEREAS, SMITH INVESTMENT COMPANY, a corporation of the State of Nevada having an office at One Park Plaza, 11270 West Park Place, Milwaukee, Wisconsin 53224, has adopted, has used, and is using the trademarks indicated in Attachment A, and is the owner of the United States federal registrations thereof, indicated respectively in the said Attachment A; and

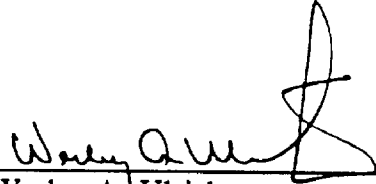
WHEREAS, BELVEDERE USA CORPORATION, a corporation of the State of Delaware having an office at 12 Mercedes Drive, Montvale, New Jersey 07645, is desirous of acquiring said marks and the registrations thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the said SMITH INVESTMENT COMPANY, a Nevada corporation, does hereby assign unto the said BELVEDERE USA CORPORATION, a Delaware corporation, all rights, title, and interest in and to the said trademarks, the right to sue for past infringement thereof, together with the goodwill of the business symbolized by the marks, and the said registrations thereof, as indicated on Attachment A.

Upon request from BELVEDERE USA CORPORATION, SMITH INVESTMENT COMPANY agrees to take reasonable measures to assist BELVEDERE USA CORPORATION in recording, securing, perfecting and documenting BELVEDERE USA CORPORATION'S rights in the trademarks assigned herein, including, but not limited to, executing additional documents; provided, however, that Assignor shall be responsible for all reasonable costs incurred by Assignee associated with any such measures.

SMITH INVESTMENT COMPANY

By:

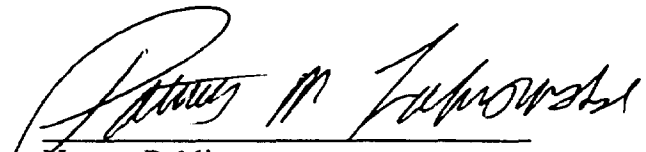
  
Wesley A. Ulrich  
Secretary/Treasurer

Dated: October 7, 1998

STATE OF *WISCONSIN* )

COUNTY OF *MILWAUKEE* ) SS:

On this 7<sup>th</sup> day of October, 1998, before me appeared Wesley A. Ulrich, to me personally known, who, being by me duly sworn, did say that he is the Secretary and Treasurer of **Smith Investment Company, a corporation of the State of Nevada**, and that the foregoing instrument was signed on behalf of such corporation by authority of its Board of Directors, and said Wesley A. Ulrich acknowledged the foregoing instrument to be the free act and deed of such corporation.

  
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Notary Public

My commission expires: *15 permanent*

ATTACHMENT A

SMITH INVESTMENT COMPANY

U.S. TRADEMARK REGISTRATIONS

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
ALPHA	1,194,360	April 27, 1982
BELVEDERE	1,484,290	April 12, 1988
CABARET	1,194,359	April 27, 1982
COSMOS	1,190,720	February 23, 1982
FIRST LADY & Design	765,592	February 25, 1964
FLO-TEMP	655,981	December 24, 1957
MONDO	1,190,721	February 23, 1982
WHIZ	1,103,385	October 3, 1978