

MRD 5-12-99

05-19-1999

COVER SHEET
ONLYU.S. Department of Commerce
Patent and Trademark Office

To the Honorable Commissioner of

101039519

ed original documents or copy thereof.

1. Name of conveying party(ies):

Dana Perfumes Corp.

☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-Delaware
☐ Other _____

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

2. Name and Address of receiving party(ies)

Name: Mem Company, Inc.

Address: P.O. Box 928
Northvale, New Jersey

3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: March 31, 1999.

Individual(s) citizenship _____

Association _____

General Partnership _____

Limited Partnership _____

Corporation-Delaware _____

Other _____

If assignee is not domiciled in the United States, a domestic
 representative designation is attached: ☐ Yes ☒ No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? ☐ Yes ☒ No

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

A. Trademark Application No.(s)

75/485,639 75/485,947

75/485,750

B. Trademark Registration No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Anna Kraske, Esq.
 Cowan, Liebowitz & Latman, P.C.
 1133 Avenue of the Americas
 New York, NY 10036-6799

6. Total number of applications and registrations involved: 37. Total fee (37 CFR 3.41)..... \$ 90.00☒ Enclosed
☒ Any deficiency is authorized to be charged to
 Deposit Account No. 03-3415.
8. Deposit Account No. 03-3415

(Attach duplicate copy of this page if paying by deposit account)

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01 FC:481

40.00 OP

02 FC:482

50.00 OP

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.

Anna Kraske

Name of Person Signing

Signature

May 12, 1999

Date

Total number of pages including cover sheet, attachments, and document: _____

Mail to: U.S. Patent & Trademark Office, Office of Public Records, Crystal Gateway 4, Rm.335, Washington, D.C. 20231

ASSIGNMENT OF U.S. TRADEMARK APPLICATIONS

WHEREAS, **Dana Perfumes Corp.**, a Delaware corporation with an address at 3 Landmark Square, Stamford, Connecticut 06901 ("Assignor") is the owner of the intent-to-use trademark applications listed in the attached Schedule A (collectively, the "Trademarks") and

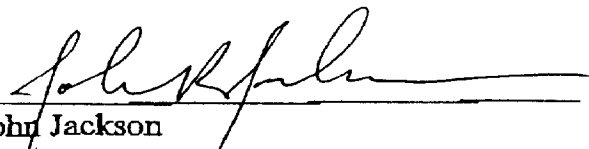
WHEREAS, **Mem Company, Inc.**, a Delaware corporation having its sole office and place of business at P.O. Box 928, Northvale, New Jersey 07647 ("Assignee") is desirous of acquiring all of Assignor's right, title and interest in the United States in and to the Trademarks and the pending applications and the goodwill of the business which is symbolized by the Trademarks;

WHEREAS, Assignee is a successor to the business of Assignor, or portion thereof, to which the Trademarks pertain;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's rights, title and interest, whether statutory or at common law, in and to each of the Trademarks, together with the goodwill of the business symbolized by them, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain all monetary and other proceeds relating to those causes of action.

Dana Perfumes Corp.

By: _____


John Jackson
Group Vice President

Dated: 3/31/99

Schedule A
U.S. Applications

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|------------------|------------|
| I'M BABY SOFT | 75/485,639 |
| LOVE'S | 75/485,947 |
| LOVE'S BABY SOFT | 75/485,750 |