

06-17-1999

ms 6-14-99

Attorney Docket No. 14242-4

FORM PTO-1594
1-31-92

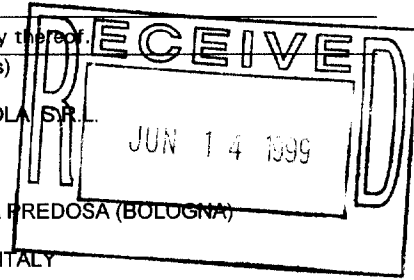


U.S. DEPARTMENT OF COMMERCE
Patents and Trademark Office

101068538

COVER SHEET
ONLY

attached original documents or copy thereof.



To the Honorable Commissioner

1. Name of conveying party(ies):

MAIBO, S.R.L.

- Individual(s)
- General Partnership
- Corporation-State: ITALY
- Other
- Association
- Limited Partnership

Additional name(s) of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Merger
- Change of Name

Execution Date: MAY 17, 1999

2. Name and address of receiving party(ies)

Name: CAMPAGNOLA S.R.L.
 Internal Address:
 Street Address: 40069 ZOLA PREDOSA (BOLOGNA)
 City: BOLOGNA, ITALY

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State: ITALY
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designation must be a separate document from Assignment)

Additional names and addresses attached? Yes No

4. Application Number(s) or Registration Number(s).

A. Trademark Application No(s):

B. Trademark Registration No(s): 1,778,655

Additional numbers attached? Yes No

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

Name: John A. Hughes
 TOWNSEND AND TOWNSEND AND CREW LLP
 Two Embarcadero Center, 8th Floor
 San Francisco, California 94111-3834
 (415) 576-0200

6. Total number of applications and registrations involved 1

7. Total fee (37 CFR 3.41): \$40.00

Enclosed Charge Fees to Deposit Account

x Charge any additional fees associated with this paper or during the pendency of this application, or credit any overpayment, to deposit account.

8. Deposit account number: 20-1430

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

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.

John A. Hughes
Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments and document: 4

10. Change Correspondence Address to that of Part 5? x Yes No

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover to:

06/15/1999 DMGUYEN 00000319 201430 1778655
 01 FC:481 40.00 CH

Asst. Commissioner for Trademarks
 Box: Assignments
 Washington, D.C. 20231

TRADEMARK
REEL: 001914 FRAME: 0025

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Registration of:

MAIBO, S.R.L.

Reg. No. 1,778,655

Issued: June 29, 1993

For: **MAIBO and Design**

Box POST REG NO FEE
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

Sir:

APPOINTMENT OF DOMESTIC REPRESENTATIVE

TOWNSEND and TOWNSEND and CREW LLP whose postal address is Two Embarcadero Center, 8th Floor, San Francisco, California 94111-3834, U.S.A. is hereby designated Applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

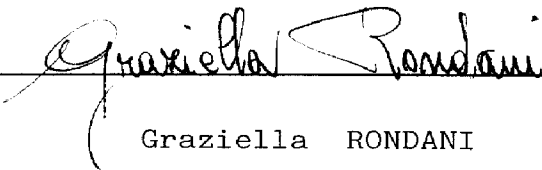
Please direct all communications pertaining to this registration to:

John A. Hughes, Esq.
TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, 8th Floor
San Francisco, CA 94111-3834
Telephone: (415) 576-0200
Facsimile: (415) 576-0300

CAMPAGNOLA, SRL

Date: May 17, 1999

By: _____


Graziella RONDANI

TRADEMARK ASSIGNMENT

This ASSIGNMENT is made on the date set opposite the signature hereinbelow, but shall be effective as of October 1, 1996. The assignment made by this instrument is from Maibo, S.R.L., an Italian corporation whose principal place of business is 40068 South Lazaro D.I. Savena, Bologna, Italy (hereinafter "Assignor"), to Campagnola, S.R.L., an Italian Corporation whose principal place of business is 40069 - ZOLA PREDOSA (BOLOGNA), Italy (hereinafter "Assignee").

WHEREAS, Assignor is the owner of a mark (including trademark, service mark, collective trademark, collective service mark, collective membership mark, certification mark, trade name, assumed name, slogan, logo and trade dress - collectively, "the Mark"), and United States application and registration therefor, including but not limited to the following:

<u>Mark</u>	<u>Intl. Class</u>	<u>Appl. No./Date</u>	<u>Reg. No./Date</u>
MAIBO and Design	7	June 29, 1993	1,778,655

WHEREAS, Assignor warrants that it owns all rights, title and interest of every kind, nature or description in and to the Mark, all rights therein, including any and all past, present and future registrations and applications therefor, all rights of renewal thereof, all rights to royalties for the licensing thereof, all claims for infringement thereof, and all goodwill pertaining thereto (hereinafter "All Rights in the Mark"); and,

WHEREAS, Assignor desires to assign to Assignee All Rights in the Mark (as defined hereinabove);

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee All Rights in the Mark (as defined hereinabove). This assignment of all claims for damages by reason of past infringement(s) of the Mark, includes the right of Assignee to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives. These assigned rights shall be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, at common law and/or to the end of the term or terms of which registrations pertaining to the Mark may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made.

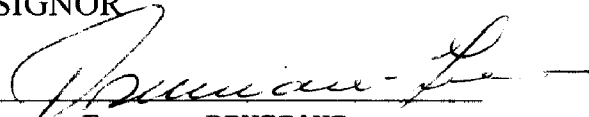
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Assignor agrees to execute all documents necessary to effectuate and maintain registrations pertaining to the Marks, now and in the future.

The undersigned officer of Assignor represents that he has authority to execute this Assignment on behalf of Assignor, and to carry out all obligations imposed hereunder. The undersigned has read, understand, and agrees to the terms of this Assignment.

MAIBO, S.R.L.
ASSIGNOR

Dated: May 17, 1999

By 
Name: Franco DRUSIANI
Title: Managing Director

SF 205038 v1