

FORM PTO-1618A
Expires 08/30/99
OMB 0661-0027

08-25-1999

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



101107660

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Conveyance Type

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

Conveying Party

Mark if additional names of conveying parties attached

Name L. L. Knickerbocker Co., Inc., The

Execution Date
Month Day Year
08121999

Formerly _____

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

Receiving Party

Mark if additional names of receiving parties attached

Name Cello, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) c/o Kennerson Schwartz Semerdjian & Haile LLP

Address (line 2) 101 West Broadway, Suite 480

Address (line 3) San Diego

California

92101

- Individual General Partnership Limited Partnership 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.)
- Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization California

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Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

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Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

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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)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="75-559637"/>	<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"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

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#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

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Enclosed Deposit Account

Deposit Account

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

Deposit Account Number:

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Authorization to charge additional fees:

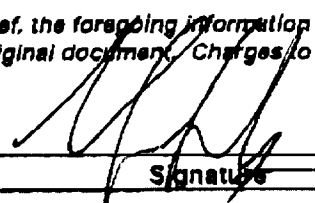
Yes No

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.

ROSS J. SCHWARTZ

Name of Person Signing



Signature

8/27/99

Date Signed

ASSIGNMENT OF TRADEMARK

The undersigned, **THE L.L. KNICKERBOCKER CO., INC.**, a California corporation, being the lawful owner of a certain trademark known as "BEARCICLES" registered in the United States Patent Office under serial number 75-559637, filing date 09/25/1998, for good consideration does hereby sell, transfer and convey all right, title and interest in said trademark and convey all right, title and interest in said trademark and goodwill attaching thereto, unto **CELLO, INC.**

Signed under seal this 8 day of April, 1999.

L.L. KNICKERBOCKER CO., INC.,
a California corporation

By: *[Signature]*
Its CORPORATE SECRETARY

STATE OF CALIFORNIA)
) ss.
COUNTY OF SAN DIEGO)

Subscribed and sworn to before me on April 8, 1999

[Signature]
Signature of Notary Public



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