

09-22-1999



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TRADEMARKS ONLY

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

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Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger Effective Date
Month Day Year

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

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

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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).

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Number of Properties

Enter the total number of properties involved.

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Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

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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:

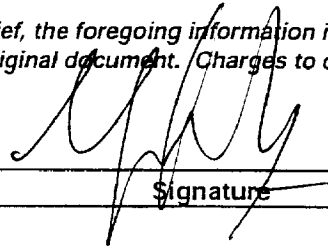
Yes

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



September 14, 1999
Date Signed

Name of Person Signing

Signature

KENNERSON SCHWARTZ
SEMERDJIAN & HAILE LLP
ATTORNEYS AT LAW

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D \$

101 West Broadway
Suite 480
San Diego, California 92101
Telephone: 619.236.8821
Facsimile: 619.236.8827

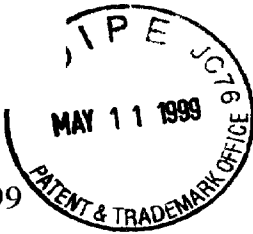
ROSS J. SCHWARTZ
Direct dial (619) 699-8328
e-mail: ross@kssh.com

~~07-12-1999~~



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PATENT & TRADEMARK



OF COUNSEL
PAUL R. KENNERSON

May 6, 1999

5/11/99

Box POST REG/FEE
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

Registrant : **The L.L. Knickerbocker Co., Inc.**
Registration No. : **75-559635**
Registration Date : **September 25, 1998**
Mark : **Beary'licious**
Purpose of Request : **Assignment of Trademark**



05-11-1999

U.S. Patent & TMO/TM Mail Rcpt Dt. #01

Dear Sir:

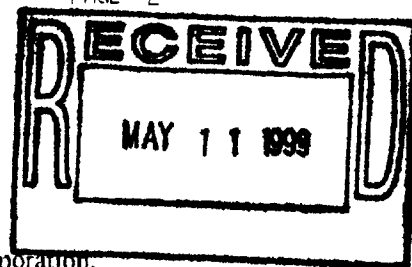
Enclosed please find an Assignment of Trademark for the above-referenced mark as well as our firm check in the amount of \$100 to cover the cost of filing, if any.

Sincerely,

Ross Schwartz

Ross J. Schwartz
of
KENNERSON SCHWARTZ SEMERDJIAN & HAILE LLP

RJS:suz
Enclosures
rjs\cello\letters\uspto.0428



ASSIGNMENT OF TRADEMARK

The undersigned, **THE L.L. KNICKERBOCKER CO., INC.**, a California corporation, being the lawful owner of a certain trademark known as "**BEARY'LICIOUS**" registered in the United States Patent Office under serial number 75-559635, 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.**

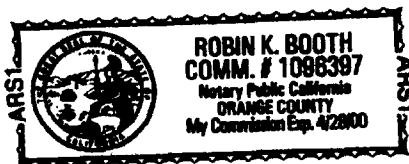
Signed under seal this 12 day of April, 1999.

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

By: *[Signature]*
Its CHIEF FINANCIAL OFFICER

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

Subscribed and sworn to before me on April 12, 1999
Robin K. Booth
Signature of Notary Public



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