



10-20-1999

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

10-12-1999



101174987

U.S. Patent & TMO's/TM Mail Rcpt Dt. #40 and Trade

copy thereof:

1. Name of conveying party(ies): SPG Properties, Inc.

2. Name and address of receiving party(ies):

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State of Maryland
- Other

Name: Simon Property Group, L.P.

Internal Address:

Street Address: 115 W. Washington Street

City: Indianapolis State: IN Zip: 46204

Additional name(s) of conveying parties(ies) attached:  Yes  No

Individual(s) citizenship

Association

General Partnership

Limited Partnership State of Delaware

Corporation-State

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 name(s) & address(es) attached?  Yes  No

3. Nature of Conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: October 8, 1999

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

A. Trademark Application No.(s)  
75 407,592

B. Trademark registration No.(s):

Additional numbers attached?  Yes  No

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

Name: Angela M. Fifeleski

Internal Address: ICE MILLER DONADIO & RYAN

Street Address: One American Square, Box 82001

City: Indianapolis State: Indiana ZIP: 46282

6. Total number of applications and registrations involved: 1

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

Enclosed

Authorized to be charged to deposit account

8. Deposit account number: 09-0007

(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 information is true and correct and any attached copy is a true copy of the original document.

Angela M. Fifeleski  
Name of Person Signing

Signature

10-8-99  
Date

Total number of pages including cover sheet: 2

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

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**TRADEMARK**  
REEL: 001976 FRAME: 0487

**ASSIGNMENT OF SIMPLY SIMON MARK**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, SPG Properties, Inc. a Maryland corporation ("SPG"), through James M. Barkley, a duly authorized and appointed officer of SPG, does hereby, as of 10/8/99, irrevocably assign, transfer, and set over to Simon Property Group, L.P. a Delaware limited partnership, composed of the following General Partners: Simon Property Group, Inc. (a Delaware corporation), SPG Properties, Inc. (a Maryland corporation), and SD Property Group, Inc. (an Ohio corporation), all rights, including all common law rights and world-wide rights, title and interest in and to the SIMPLY SIMON federal trademark application, Serial Number 75/407,592 and SIMPLY SIMON trademark, together with the goodwill of the business associated with or symbolized by the SIMPLY SIMON mark including, but not limited to, the right to sue and collect damages for any past infringements.

This assignment shall be binding upon and inure to the benefit of the parties, their successors, assigns and affiliated or related companies.

IN WITNESS WHEREOF, the undersigned has duly executed this Assignment of the SIMPLY SIMON mark this 8<sup>th</sup> day of October, 1999.

By: James M. Barkley

Name (printed): James M. Barkely

Title: General Counsel

STATE OF INDIANA )  
 ) SS:  
COUNTY OF Marion )

On this 8<sup>th</sup> day of October 1999, before me appeared James M. Barkley, the person who signed this instrument on behalf of Simon Property Group Inc., and who acknowledged that he signed it as a free act on behalf of the identified company with the authority to do so.

(Notarial Seal)

My Commission Expires: April 23, 2001

Signature Kathryn Adams Smith Printed Kathryn Adams Smith NOTARY PUBLIC

My County of Residence Marion

KATHRYNA. SMITH, Notary Public  
State of Indiana, County of Marion  
My Commission Expires April 23, 2001