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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

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To the Honorable Commissioner of

101236380

attached original documents or copy thereof.

1. Name of conveying party(ies):

Dann Dee Display Fixtures, Inc.

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

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

2. Name and address of receiving party(ies)

Name: L&P Property Management Company

Internal Address:

Street Address: 4095 Firestone Boulevard Southgate, California 92880

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State, 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

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3. Nature of conveyance:

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

Execution Date: November 1, 1999

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

ATTORNEY DOCKET NO.: 5430-3

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,253,255

Additional numbers attached? Yes No

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

LAFF, WHITESELY, CONTE & SARET, LTD.

ATTORNEYS AT LAW

401 NORTH MICHIGAN AVENUE CHICAGO, ILLINOIS 60611-4212

Direct Telephone Calls to: Martin L. Stern at telephone No. (312) 661-2100. Fax (312) 661-0029

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231 on

Date: 12/13/99 Nancy K. Thompson TYPED NAME: Nancy K. Thompson

6. Total number of applications and registrations involved: 1

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

- Enclosed, Any deficiency, Authorized to be charged to deposit account

8. Deposit account number: 12-0064

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

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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.

Martin L. Stern Name of Person Signing

Signature

12/13/99 Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks, Box Assignments TRADEMARK Washington, D.C. 20231

REEL: 002005 FRAME: 0281

TRADEMARK ASSIGNMENT

WHEREAS, Dann Dee Display Fixtures, Inc., a corporation duly organized and existing under the laws of the State of Illinois and doing business at 7555 North Caldwell Avenue, Niles, Illinois 60714 (hereinafter "Assignor"), has adopted and uses and is the owner of the entire right, title and interest in, to and under the trademark "IMAGE BY DESIGN," U.S. Registration No. 2,253,255, registered on June 15, 1999, together with the goodwill of the business symbolized by said trademark and the United States registration and application for registration thereof; and

WHEREAS, the Assignor desires to assign and transfer to L&P Property Management Company, a corporation duly organized and existing under the laws of the State of Delaware and having its principal office and place of business at 4095 Firestone Boulevard, Southgate, California 90280 (hereinafter "Assignee"), certain assets of its corporation, including all right, title and interest in, to and under the Assignor's trademark as set forth above, together with the goodwill of the business symbolized thereby, and said registration and application for registration thereof;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said Assignor by these presents does sell, assign and transfer unto the said Assignee, its successors, assigns and legal representatives, the entire right, title and interest in the said trademark of Assignor, the goodwill of the business symbolized by said trademark and the

registration and application for registration thereof, together with the right to recover all damages resulting from prior infringement of such trademark, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres.

Executed this 1st day of Nov., 1999.

DANN DEE DISPLAY FIXTURES, INC.

By: *Earl Dean*
Title: *Pres.*

COUNTY OF *Cook*

STATE OF *Illinois*

On this *1st* day of *November*, 1999, personally appeared before me *Earl Dean*, to me known and known to me to be the person aforesaid who duly acknowledged the signing of the foregoing instrument to be his voluntary act and deed and who executed the same for the uses and purposes therein set forth.

Carol A. De Cicco
Notary Public

(Seal)

