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04-12-2000

Form PTO-1504

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U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office



101317427

To the Honorable Commissioner of Patents

Attached original documents or copy hereof.

1. Name of conveying party(ies):

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

Leaf Sverige Aktiebolag

Name: Brand Add Europe AB

Address:

P.O. Box 3103

S-103 62 Stockholm, Sweden

Individual(s)

03-08-2000

General Partnership

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #30

Corporation-State Sweden

Other

Individual(s) citizenship

Association

General Partnership

Limited Partnership

Corporation-State Sweden

Other

Additional name(s) of conveying party(ies)

attached Yes No

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) & addresses attached?

Yes No

3. Nature of conveyance:

Assignment

Merger

Security Agreement Change of Name

Other

Execution Date: August 19, 1999

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s).

533,608

Additional Numbers attached? Yes No

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

Name: David Ehrlich

Internal Address: Fross Zelnick Lehrman & Zissu, P.C.

Street Address: 866 United Nations Plaza

City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:..... 1

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

Enclosed

Authorized to be charged to deposit account

(Only if total fee is not sufficient)

8. Deposit account number:

23-0825-0576900

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

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40.00 DP

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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.

David Ehrlich

Name of Person Signing

Signature

March 6, 2000

Date

Total number of pages comprising cover sheet: _____

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

FZLZ File No.: BADD USA TA-99/12826 DE

TRADEMARK
REEL: 002048 FRAME: 0492

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REG. NO. : 533,608

REG. DATE : November 212, 1950

MARK : FLX

CLASS : 30

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202

Sir:

BRAND ADD EUROPE AB, a corporation organized and existing under the laws of Sweden, located at P.O. Box 3103, S-103 62 STOCKHOLM, Sweden, the proprietor of the above-identified trademark registration, hereby appoints the firm Fross Zelnick Lehrman & Zissu, P.C., attorneys at law, of 866 United Nations Plaza, New York, New York 10017 (telephone 212-813-5900), its attorneys and representative upon whom notices or process in proceedings affecting the above-identified mark may be served.

BRAND ADD EUROPE AB

By: *L. Möllerström*

Name: *Leif Möllerström*

Title: *President*

Date of Signature: *99 - 09 - 15*

ASSIGNMENT

WHEREAS, LEAF SVERIGE AKTIEBOLAG, a corporation organized and existing under the laws of Sweden, located at P.O. Box 622, 80126 Gavle, Sweden ("Assignor"), is the owner of the following trademark now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Date</u>
PIX	533,608	Nov. 21, 1950

and WHEREAS, BRAND ADD EUROPE AB, a corporation organized and existing under the laws of Sweden, located at P.O. Box 3103, S-103 62 STOCKHOLM, Sweden ("Assignee"), is desirous of acquiring said registered trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark, together with the goodwill of the business symbolized by said trademark and the above-named registration therefor, and with all claims arising out of or relating to the use or ownership of said mark.

LEAF SVERIGE AKTIEBOLAG

By: 

Name: Peter Candell

Title: Managing Director

Date of Signature: Aug. 19, 1999

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