

08-04-2000



101423510

TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original Trademark Assignment.

Submission Type

- New
- Resubmission *MWS*
- Document ID# *7.6.0*
- Correction of PTO Error
- Reel # _____ Frame # _____
- Corrective Document
- Reel # _____ Frame # _____

Conveyance Type

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

Conveying Party

Mark if additional names of conveying parties attached

Name: **Bennett Cole, Inc.**

Execution Date: **06292000**

Formerly

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other: _____
- Citizenship/State of Incorporation/Organization: **New York**

Receiving Party

Mark if additional names of receiving parties attached

Name: **International Women's Apparel, Inc.**

DBA/AKA/TA

Address (line 1): 1430 Broadway

Address (line 2): 2nd Floor

Address (line 3): New York, NY 10018

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other: _____
- Citizenship/State of Incorporation/Organization: **Texas**

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.)

FOR OFFICE USE ONLY

08/03/2000 DM GUYEN 00000206 080962 75180074

01 FC:481 40.00 CH
02 FC:482 50.00 CH

Domestic Representative Name and Address

Enter for the first Receiving Party only

Name:
 Address (line 1):
 Address (line 2):
 Address (line 3):
 Address (line 4):

Correspondent Name and Address

Area Code and Telephone Number: **312-357-5323**

Name: Cynthia N. Burman
 Address: Hartmarx Corporation Legal Department
 Address: 101 North Wacker Drive
 Address: Chicago, IL 60606

Pages Enter the total number of pages of the attached conveyance document including any attachments. **#2**

Trademark Application 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)
75/180074

Trademark Registration Number(s)
1859751 1646100

Number of Properties

Enter the total number of properties involved: **#3**

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): **\$90.00**

Method of Payment: Enclosed Deposit Account

Deposit Account Account Number: **#08-0962**

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

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.

Cynthia Burman
 Name of Person Signing

Cynthia Burman
 Signature

June 30, 2000
 Date Signed

TRADEMARK ASSIGNMENT

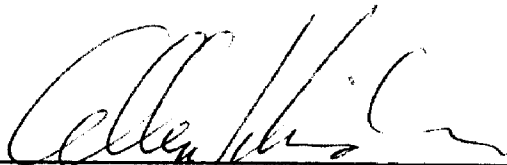
Whereas, Bennett Cole, Inc., a New York corporation having its principal office at 2301 N.W. 33rd Court, Suite 102, Pompano Beach, Florida (hereinafter "Cole"), itself or through its predecessor(s)-in-interest, has used the trademark ALEX in connection with women's sportswear, namely, pants, skirts, blouses, jackets and sweaters, since at least as early as March 6, 1989 and is the owner of record in the U.S. Patent and Trademark Office of U.S. Trademark Registration No. 1,859,751 dated October 25, 1994, therefor; and

Whereas, Cole, itself or through its predecessor(s)-in-interest, has used the trademark ALEX SPORT in connection with women's sportswear, namely, pants, skirts, blouses, jackets and sweaters, since at least as early as October 29, 1984 and is the owner of record in the U.S. Patent and Trademark Office of U.S. Trademark Registration No. 1,646,100 dated May 28, 1991, therefor; and

Whereas, Cole, itself or through its predecessor(s)-in-interest, has used the trademark EYE in connection with clothing and sportswear, namely, pants, skirts, jackets, blouses, shirts, sweaters, jeans, bathing suits, swimwear, shorts, belts, shoes, hats and ties, since at least as early as December 18, 1996 and is the owner of record in the U.S. Patent and Trademark Office of an approved application therefor, Serial No. 75/180,074, filed on October 11, 1996, and for which a Statement of Use under 15 U.S.C. 1051(d) has been filed; and

Whereas, International Women's Apparel, Inc., a Texas corporation having an office at 1430 Broadway, New York, New York, is desirous of acquiring the aforesaid trademarks and the above-identified registrations and application therefor (hereinafter "the Trademarks");

Now Therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Bennett Cole, Inc. does hereby assign and transfer unto International Women's Apparel, Inc. all right, title and interest in and to the Trademarks, together with the good will of the business symbolized by the Trademarks and all rights of action, in law or in equity, for past or future infringements thereof.

By: 
Allen Schneider, President

State of New York

County of New York

On this 29th day of June, 2000, before me appeared Allen Schneider, known to me to be the President of Bennett Cole, Inc., who acknowledged that he has read the foregoing Trademark Assignment, knows the contents thereof and has signed it as a free and voluntary act on behalf of Bennett Cole, Inc.


Notary Public

SCOTT SMILER, ESQ.
Notary Public, State of New York
No. 02SM6031219
Qualified in New York County
Commission Expires September 27, 2001

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