



7-10-00

101424680

H1028/30010

To The Honorable Commissioner of Patents and Trademarks: Please record the attached original document or copy thereof.

1. Name of conveying party(ies):

HARRIET CARTER GIFTS, INC.

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

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

3. Nature of conveyance:

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

Execution Date: July 5, 2000

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

A) Trademark Application No.(s)
75/794,906

2. Name and address of receiving party(ies)

Name: H.C.T.V., Inc.

Internal Address: 10

Street Address: 425 Stump Road

City: Montgomeryville State: PA Zip: 18936

- 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

B) Trademark Registration No.(s)

Additional numbers attached? Yes No

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

CAESAR, RIVISE, BERNSTEIN,
COHEN & POKOTILOW, LTD.

Attn: Martin L. Faigus, Esq.
12th Floor - 7 Penn Center
1635 Market Street; Phila, PA 19103-2212

6. Total number of applications and registrations involved..... 1

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

Authorized to Charge to Deposit Account No. 03-0075 (duplicate attached)

08/04/2000 DNGUYEN 00000133 030075 75/94906

DO NOT USE THIS SPACE

01 FC:481 40.00 CH

8. 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. Faigus
Name of Person Signing

Martin L. Faigus
Signature

July 7, 2000
Date

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

TRADEMARK ASSIGNMENT

WHEREAS, **Harriet Carter Gifts, Inc.**, a Pennsylvania corporation located at 425 Stump Road, Montgomeryville, PA 18936 ("ASSIGNOR") has adopted, used and is using the trademark LIP SECRET, as shown in Exhibit A, for cosmetics and cleaning preparations in Class 3 in the United States (the "Mark"), and is the owner of United States Application Serial Number 75/794,906, filed on September 9, 1999; and

WHEREAS, **H.C.T.V., Inc.**, a Pennsylvania corporation located at 425 Stump Road, Montgomeryville, PA 18936, ("ASSIGNEE") is desirous of acquiring said Mark, Application, and common law rights in the Mark and any other rights pertaining to the Mark, along with the goodwill of the business symbolized by the Mark (the "Goodwill");

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark in the United States, along with the goodwill associated therewith, and the application.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed in full accordance with the laws of the Commonwealth of Pennsylvania this 5th, day of July, 2000.

HARRIET CARTER GIFTS, INC.

By 

WILLIAM M. GARBOSE

ATTEST:

(Corporate Seal)

LipSecret ™
* LONG LASTING LIP COLOR

L I P C O L O R K I T

EXHIBIT "A"

RECORDED: 07/10/2000

TRADEMARK
REEL: 002115 FRAME: 0122