

04-10-2001



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

22

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

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

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
01311996

Name Shelter Bay Retail Group

Formerly _____

1952793

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization California

Receiving Party

Mark if additional names of receiving parties attached

Name Shelter Bay Retail Group, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 655 Redwood Highway, Suite 177

Address (line 2) _____

Address (line 3) Mill Valley
City

California
State/Country

94941
Zip Code

- Individual General Partnership Limited Partnership 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.)
- Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization California

FOR OFFICE USE ONLY

04/10/2001 LMUELLER 00000092 1952793

01 FC:481

40.00 DP

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 002266 FRAME: 0595

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

310-785-1200

Name

Jonathan Kirsch

Address (line 1)

Kirsch & Mitchell

Address (line 2)

1875 Century Park East, Suite 1700

Address (line 3)

Los Angeles, CA 90067

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

1

Trademark Application Number(s) 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)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

1952793	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

40.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

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

Deposit Account Number:

#

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.

Jonathan Kirsch

3-20-01

Name of Person Signing

Signature

Date Signed

TRADEMARK ASSIGNMENT

Dated as of January 31, 1996.

1. **Assignment of Trademark.** For good and sufficient consideration, adequacy and receipt of which are hereby acknowledged by all parties, SHELTER BAY RETAIL GROUP, a California partnership composed of Stephen M. Robertson, Sondra Van Metre and Michael L. Keener ("Assignors") hereby assign, convey, grant and transfer to SHELTER BAY RETAIL GROUP, INC., a California corporation, wholly, exclusively, irrevocably, in perpetuity and throughout the world, any and all rights in and to the trademark SHELTER BAY, and any and all business, reputation and/or good will symbolized by and/or associated therewith, which each of them may own, claim or control.

2. **Assignment of Registration.** Without limiting the generality of the foregoing, Assignors hereby assign to SHELTER BAY RETAIL GROUP, INC. the following federal trademark registration for the foregoing mark, and any and all rights arising thereunder: SHELTER BAY (Word Mark), Principal Register, Reg. No. 1,952,793, Registration Date 1-30-96.

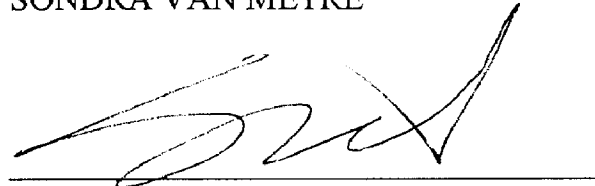
IN WITNESS WHEREOF, the Assignors have set their hands to this Trademark Assignment as of the date first written above.

STEPHEN M. ROBERTSON

SONDRA VAN METRE

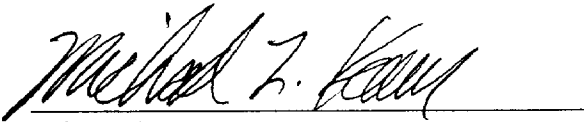


Stephen M. Robertson



Sondra Van Metre

MICHAEL L. KEENER



Michael L. Keener