



TO: **BOX ASSIGNMENT** 102387968  
Director - U.S. Patent and Trademark Office  
Washington, D.C. 20231

FILED IN U.S. PATENT & TRADEMARK OFFICE

1. Conveying Party: Lord John (UK) Limited **3-10-03**  
10 Carnaby Street  
London W1V 1PG England  
A United Kingdom limited liability company

2. Receiving Party: MIKLAT LIMITED  
Grenville Court, Britwell Road  
Burnham SL1 8DF England  
A United Kingdom private limited company

3. If Receiving Party is not domiciled in the United States, a domestic representative designation is attached:  YES  NO  **CONCURRENTLY FILED W/ NAME CHANGE**

4. Conveyance Type (Assignment; Change of Name; Change of Title): Assignment

5. Effective Date: June 11, 2002

6. Application/Registration Number(s): 1,353,454; 2,600,526

7. Correspondence concerning documents should be mailed to:

**NOTARO & MICHALOS P.C.**  
100 Dutch Hill Road, Suite 110  
Orangeburg, New York 10962-2100  
(845) 359-7700

8. Total number of applications/registrations involved: 2

9. Total Fee - 37 C.F.R. 3.41 (\$40.00 for 1<sup>st</sup> Property/Paper w/ \$25.00 for Ea. Addl. Property): \$65.00

The Commissioner is hereby authorized to charge any fees and any underpayment or credit any overpayment to Deposit Account No.: 14-1431

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.

Mark A. Conklin  
Attorney for Applicant(s)  
(845) 359-7700

Dated: March 3, 2003

**TOTAL NUMBER OF PAGES INCLUDING RECORDAL COVER SHEET: 9**

**CERTIFICATE OF MAILING:**

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as First Class Mail in an envelope addressed to Box Assignment, Director - U.S. Patent and Trademark Office, Washington, D.C. 20231 on March 3, 2003.

Annita Lise  
Dated: 3/5/03

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03/11/2003 EDOOPER 00000129 141431 1353454

01 FC:8521 40.00 CH  
02 FC:8522 25.00 CH

THIS ASSIGNMENT is made on

12 August

2002

**BETWEEN:**

- (1) LORD JOHN (UK) LIMITED (company number 03398004) incorporated in England and Wales, (the "Assignor"); and
- (2) MIKLAT LIMITED (company number 04430781) incorporated in England and Wales, (the "Assignee").

**RECITALS**

- (A) The Assignor is the legal and beneficial owner of the registered trade marks and applications for registered trade marks set out in Schedules 1 and 2 (the "Trade Marks").
- (B) The Assignor has agreed to assign the Trade Marks to the Assignee pursuant to a sale and purchase agreement dated 11 June 2002 (the "Agreement") and this assignment.

**THE PARTIES AGREE AS FOLLOWS:**


1. In pursuance to the Agreement and for the consideration set out in the Agreement the Assignor HEREBY ASSIGNS all of its right, title and interest in and to the Trade Marks to the Assignee together with the right to sue for and recover damages in respect of all past, current, future and threatened infringements of the Trade Marks and for passing off with respect thereto.
2. The Assignor confirms that this assignment is made with the Assignor's goodwill attaching to and symbolized by the Trade Marks.
3. At the Assignee's expense the Assignor shall do and execute all such documents, deeds, matters, acts and things as the Assignee may at any time reasonably require properly to vest the Trade Marks or any one or more of them in the Assignee or otherwise to perfect the transfer of rights under this assignment.
4. This assignment (and any dispute, claim, proceedings or controversy in relation to it or its formation) shall be governed by and construed in accordance with English law and the English Courts shall have exclusive jurisdiction in respect of it.

IN WITNESS whereof this assignment has been executed and delivered on the date first above written.

Signed by )  
for and on behalf of )  
**LORD JOHN (UK)LIMITED** )

  
Javid Atavi  
  
Sassan Atavi

Signed by )  
for and on behalf of )  
**MIKLAT LIMITED** )

  
Mike Ashley - Director

P. A. Dix For & on behalf of  
Thames Valley Business  
Services Limited - Secretary

**SCHEDULE 1**

**Trade Mark Registrations**

Country	Mark	Number	Class	Date
Canada	LONSDALE	317193	25	8.8.86
Czech Republic	LONSDALE	219669	25	6.3.98
Denmark	LONSDALE	3216/1999	25	3.9.99
Germany	LONSDALE	963260	25	28.2.77
Germany	LONSDALE	DD645802	25	15.9.87
Greece	LONSDALE	85993	25	18.7.89
Hungary	LONSDALE	126710	25	27.5.87
Iceland	LONSDALE	381/1987	25	19.3. 87
Ireland	LONSDALE	112573	25	26.4.84
Italy	LONSDALE	457730	25	24.11.86
International Registration  Designating Austria, Benclux, France, Germany, Liechtenstein, Lithuania, Monaco, Poland, Portugal, Turkey	LONSDALE & diamond logo	IR 746013	18,25	10.7.2000

(20290573.01)

New Zealand	LONSDALE & Device	165101	25	28.4.86
Norway	LONSDALE	200889	25	7.7.99
Portugal	LONSDALE	241463	25	1.6.87
Russian Federation	LONSDALE	82162	25	29.5.87
Slovakia	LONSDALE	189973	25	6.3.98
Slovenia	LONSDALE	200170520	25	29.3.01
South Africa	LORD OF KIRBY LONSDALE	89/4326	25	20.7.92
Spain	LONSDALE	1715750	25	31.7.92
Sweden	LONSDALE	188922	25	11.11.83
Switzerland	LONSDALE	458834	25	6.2.98
Taiwan	LONSDALE	926129	25	7.8.99
United Kingdom	LONSDALE	1070826	25	17.11.76
	LONSDALE & Belt Device	1070828	25	17.11.76

(20290573.01)

	LONSDALE & Crest Device	1395505	25	18.8.89
	LONSDALE & Eagle Device	1197910	25	17.6.83
USA	LONSDALE	1353454	25	6.8.85

(20290573.01)

SCHEDULE 2  
 Pending Applications  
 in the name of  
 Lord John (UK) Limited  
 For  
 LONSDALE

COUNTRY	MARK	NUMBER	CLASS	DATE
Albania	LONSDALE	Not allocated	25	3.5.01
Bolivia	LONSDALE	Not allocated	25	9.8.01
Bosnia & Herzegovina	LONSDALE	BAZ015131A	25	3.5.01
Brazil	LONSDALE	823707342	25	4.4.01
	LONSDALE diamond device	823626431	25	5.3.01
Costa Rica	LONSDALE	Not allocated	25	10.5.01
Croatia	LONSDALE	Z20 010 710A	25	3.5.01
Ecuador	LONSDALE	111024	25	1.2.01
Finland	LONSDALE	T2001001951	25	20.3.01
Macedonia	LONSDALE	Z20010455	25	3.5.01
Peru	LONSDALE	127031	25	25.4.01
South Korea	LONSDALE	40 – 200059964	25	29.12.00
Spain	LONSDALE Diamond logo	2378354	25	14.2.01
United Kingdom	LONSDALE	2205502	18	11.8.99

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	LONSDALE LONDON & diamond device	2205500	25	11.8.99
	LONSDALE LONDON & diamond device	2238729	18	10.7.00
USA	LONSDALE	76/179247	25	12.12.00
Uruguay	LONSDALE	331218	25	8.5.01
Venezuela	LONSDALE	216252001	25	29.11.01
Yugoslavia	LONSDALE	Z642/01	25	4.5.01

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I, **GAVIN RICHARD BUSHELL**, Notary Public of Ship Canal House, King Street, Manchester, England, **HEREBY CERTIFY** that the document attached hereto consisting of seven sheets of paper in all is a true and accurate photocopy of an Assignment dated 12<sup>th</sup> August 2002 made between (1) Lord John (UK) Limited and (2) Miklat Limited

Date 6th February 2003



A handwritten signature in black ink, appearing to read 'G. R. Bushell', written over a horizontal dotted line.

