

08-18-2003

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Form PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)  
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U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):  
Mascolc Brothers Limited

- Individual(s)
- General Partnership
- Corporation-State
- Other United Kingdom company
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: 08/11/2000

2. Name and address of receiving party(ies)

Name: Toni & Guy (USA) Limited  
Internal Address: \_\_\_\_\_  
Address: \_\_\_\_\_

Street Address: 19 Doughty  
City: London, England State: \_\_\_\_\_ Zip: WC1N 2PL

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_
- Other United Kingdom company

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

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

A. Trademark Application No.(s) \_\_\_\_\_

B. Trademark Registration No.(s) 2742647

Additional number(s) attached  Yes  No

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

Name: Carstens, Yee & Cahoon, L.L.P

Internal Address: c/o David W. Carstens

P.O. Box 802334

Street Address: \_\_\_\_\_

City: Dallas State: TX Zip: 75380

6. Total number of applications and registrations involved:

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

50-0392

DO NOT USE THIS SPACE

9. Signature.

David W. Carstens  
Name of Person Signing

Signature

August 12, 2003  
Date

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

08/15/2003 6TON11 00000008 2742647

01 FC:8521

40.00 DP

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 002802 FRAME: 0472

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Mascolo Brothers Ltd.  
 Serial No.: 75/934896  
 Mark: Boy Toys  
 Filing Date: March 3, 2000  
 Attorney Docket No.: ATIGI. 0198

Assistant Commissioner for Trademarks  
 2900 Crystal Drive  
 Arlington, VA 22202-3513

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made the 11 day of August, 2000, by Mascolo Brothers Ltd. (“Assignors”) and Toni & Guy (USA) Limited, a corporation organized under the laws of the United Kingdom, (“Assignee”).

**WHEREAS**, Assignors have used and are the owners of the trademark “\_Boy Toys”, together with common law rights therein (hereinafter, the “Trademark”); and

**WHEREAS**, the Trademark is the subject of U.S. Serial No.\_75/934896; and

**WHEREAS**, Assignors have agreed to assign to Assignee all rights of Assignors in the Trademark, including all property, right, title and interest in and to the Trademark, and the goodwill associated therewith;

**NOW THIS DEED WITNESSETH AS FOLLOWS:**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby assign and convey to Assignee all Assignors’ rights in the Trademark, including all property, right, title, and interest in and to the Trademark, and the registration and application for registration described herein, the common law rights therein, the goodwill associated with the business in which the Trademark is used, and the right to recover for past infringements thereof; and to collect any royalty thereof; to hold the same unto Assignee absolutely.

IN WITNESS WHEREOF, Assignors have executed this Assignment on the date and year first written above.

By: Bruno Mascolo  
Bruno Mascolo

STATE OF TEXAS

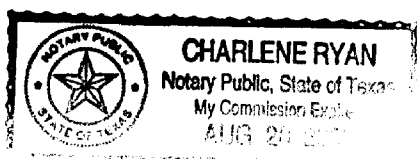
BEFORE ME, on this day, personally appeared Bruno Mascolo, known by me to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he executed the same for the purposes and consideration therein expressed.

Subscribed to and sworn to before me this 11 day of August, 2000.

My Commission Expires:

Aug. 20, 2002

Charlene Ryan  
Notary Public



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Assignee:** Toni & Guy (USA) Limited  
**Serial No.:** 75/934,896  
**Mark:** BOY TOYS  
**International Class:** 3  
**Filing Date:** March 3, 2000  
**Attorney Docket No.:** ATIGI.0198

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Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

David W. Carstens, Esquire, with the law firm of Carstens, Yee & Cahoon, L.L.P., whose postal address is P.O. Box 802334, Dallas, Texas 75380, telephone no. (972) 367-2001 and facsimile no. (972) 367-2002, is hereby designated domestic representative upon whom notice or process in proceedings affecting the mark may be served.

Dated this 14<sup>th</sup> day of December, 2000.

Respectfully submitted,

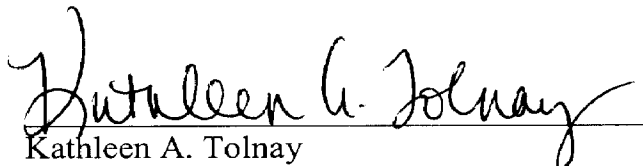


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Bruno Maseolo  
President and Director  
Toni & Guy (USA) Limited

**CERTIFICATE OF MAILING BY EXPRESS MAIL**

I hereby certify that the papers listed below and attached hereto are being deposited with the United States Postal Service via Express Mail Mailing Label Number EL750680336US addressed to the Commissioner for Patents and Trademarks, Box Assignments, Washington D.C. 20231, pursuant to 37 CFR § 1.10, on August 12, 2003.

  
Kathleen A. Tolnay

Enclosures: Transmittal

Recordation Form PTO-1594

Trademark Assignment

Designation of Domestic Representative

Check in the amount of \$40.00

Certificate of Mailing by Express Mail

Postcard Acknowledgement.

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**Assignor:** Mascolo Brothers Limited  
**Serial No.:** 75/934,896  
**Registration No.:** 2,742,647  
**Mark:** BOY TOYS  
**International Class:** 21  
**Registration Date:** July 29, 2003  
**Attorney Docket No.:** ATIGL.0198

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Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

## TRANSMITTAL

Enclosed are the following documents regarding the above-identified trademark:

1. Recordation Form PTO-1594;
2. Trademark Assignment;
3. Designation of Domestic Representative
4. Check in the amount of \$40.00 for recordation fee;
5. Certificate of Mailing by Express Mail; and
6. Postcard Acknowledgement.

A \$40.00 fee is believed to be necessary for recordation of the enclosed assignment. A check in the amount of \$40.00 is enclosed in payment of this fee. No additional fees are believed to be necessary at this time. However, the Commissioner is hereby authorized to charge any additional fee or credit any overpayment of fees to Carstens, Yee & Cahoon, L.L.P. Deposit Account No. 50-0392.

Please date-stamp and return the enclosed self-addressed, postage-prepaid postcard to confirm receipt of these documents.

Dated: August 12, 2003

By:

  
\_\_\_\_\_  
David W. Carstens  
Attorney for Applicant

CARSTENS, YEE & CAHOON, L.L.P.  
P.O. Box 802334  
Dallas, TX 75380  
Telephone 972.367.2001  
Facsimile 972.367.2002