

Form PTO-1504  
1-31-92

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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

1. Name of conveying party(ies):  
LION LICENSING, LTD.  
 Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State Delaware  
 Other \_\_\_\_\_  
Additional name(s) of conveying party(ies) attached  Yes  No

2. Name and address of receiving party(ies):  
Name: JONES INVESTMENT CO. INC.  
Address: 200 West Ninth St. Plaza, Suite 700,  
Wilmington, Delaware  
Individual(s) citizenship \_\_\_\_\_  
Association \_\_\_\_\_  
General Partnership \_\_\_\_\_  
Limited Partnership \_\_\_\_\_  
 Corporation-State Delaware  
Other \_\_\_\_\_

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_  
Execution Date: July 2, 2004

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) & addresses attached?  Yes  No

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
78/278,362  
Additional Numbers attached?  Yes  No

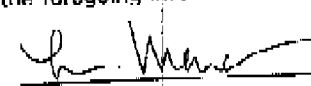
B. Trademark Registration No.(s).  
 Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Lauren J. Mandell  
Internal Address: Fross Zelnick Lehrman & Zissu, P.C.  
Street Address: 866 United Nations Plaza  
City: New York State: NY Zip: 10017  
Tel: (212)813-5900; Fax: (212)813-5901

6. Total number of applications and registration involved:.....1  
7. Total fee (37 CFR 3.41) ..... \$ 40.00  
 Authorized to be charged to deposit account  
(Only if total fee is not sufficient)

8. Deposit account number:  
23-0825; Docket No.: LION - 0305718  
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.  
Lauren J. Mandell  7/15/04  
Name of Person Signing Signature Date

Total number of pages comprising cover sheet: \_\_\_\_\_

CHI \$10.00 230825 78278362

**ASSIGNMENT**

WHEREAS, Lion Licensing, Ltd., a corporation organized and existing under the laws of Delaware located at 1201 Market Street, Suite 1700, Wilmington, Delaware ("Assigner"), is the owner of the following trademark (hereinafter, the "Trademark");

TRADEMARK	SERIAL NO./REGISTRATION NO.
GO AK ANNE KLEIN	78/278,362

and WHEREAS, Jones Investment Co. Inc., a corporation organized and existing under the laws of Delaware located at 200 West Ninth St. Plaza, Suite 700, Wilmington, Delaware ("Assignee"), is desirous of acquiring the Trademark,

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified application therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

LION LICENSING, LTD.

By: Robin Mandell  
Name: Robin Mandell  
Title: Asst Treasurer  
Date of Signature: 7/2/04

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