

USPTO

2/16/2007 3:45:31 PM

PAGE

3/2/07

100 PARK AVENUE

TO: L. MICHAEL RUDOLPH COMPANY: 100 PARK AVENUE

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.102/12/2007  
900069151

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pria Originals, Inc.		02/08/2007	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Jeanne Pierre Originals, Inc.		
Street Address:	215 Daniel Street		
City:	Farmingdale		
State/Country:	NEW YORK		
Postal Code:	11735		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2860753	PRIA	
CORRESPONDENCE DATA			
Fax Number:	(212)741-4666		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2128802686		
Email:	lmr@rudolphlaws.com		
Correspondent Name:	L. Michael Rudolph		
Address Line 1:	100 Park Avenue		
Address Line 2:	16th Floor		
Address Line 4:	New York, NEW YORK 10017		
NAME OF SUBMITTER:	L. Michael Rudolph		
Signature:	/L. Michael Rudolph/		
Date:	02/12/2007		
Total Attachments: 3			

OP \$40.00 2860753

TRADEMARK

ASSIGNMENT OF TRADEMARK

WHEREAS, PRIA ORIGINALS, INC., a corporation duly organized and existing under and by virtue of the laws of the State of New York, having a principal place of business at 215 Daniel Street, Farmingdale, New York 11735 (hereinafter "ASSIGNOR"), is the sole and exclusive owner of the "PRIA" trademark (hereinafter "Trademark") as evidenced by U.S. Trademark Registration No. 2,860,753 which issued on July 6, 2004; and

WHEREAS, JEANNE PIERRE ORIGINALS, INC., a corporation duly organized and existing under and by virtue of the laws of the State of Delaware, having a principal place of business at 215 Daniel Street, Farmingdale, New York 11735 (hereinafter "ASSIGNEE") is desirous of acquiring all right, title and interest in, to and under said Trademark and registration and the goodwill of the business concerned in respect of which the said trademark registration has been issued.

ASSIGNOR hereby warrants and represents that it is the sole and exclusive owner of all right, title and interest in the above referenced Trademark, that it knows of no other parties that are using or infringing the aforementioned Trademark, that it has the full right and power to enter into this Assignment, and that, to the best of its knowledge, no other person, firm or corporation has, or will have, any right, title or interest in said Trademark inconsistent with the rights hereby granted by virtue of this Assignment, and that the ASSIGNOR hereby covenants that it will not undertake any acts or actions that are, or may be inconsistent with ASSIGNEE's absolute title or which may impair or curtail any of the rights granted to the ASSIGNEE by virtue of this Assignment and that it will warrant and defend this Assignment against all and every person and persons whomsoever.

NOW, THEREFORE, in consideration of, and in exchange for the sum of Ten Dollars (\$10.00) to it in hand paid by ASSIGNEE, and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR has sold, assigned, transferred and set over, and does hereby sell, assign, transfer and set over to the ASSIGNEE, the Trademark, registration and good will of the business symbolized by the Trademark, the same to be held and enjoyed by ASSIGNEE for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR, if this assignment and sale had not been made; together with all claims for damages by reason of past infringement of said Trademark, with the right to sue for, and collect the same for its own use and enjoyment, and for

**TRADEMARK**

**REEL: 003493 FRAME: 0154**



personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

  
Notary Public

**BRADLEY SKALET**  
Notary Public, State of New York  
No. 30-4707152  
Qualified in Nassau County  
Commission expires May 31 2007

TRADEMARK