

09-24-1998

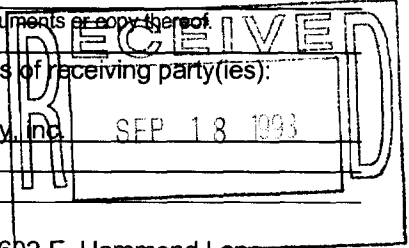
HEET

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE



100837313

Attached original documents or copy thereof



To the Hon. Commissioner

1. Name of conveying party(ies):

Cristina M. Carlino

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-State _____
- Other _____

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

3. Nature of conveyance:

- Assignment **aa** Merger
- Security Agreement Change of Name
- Other _____

Execution Date 9/4/98

2. Name and address of receiving party(ies):

Name: philosophy, Inc SEP 18 1998
Internal Address: _____

9-18-98 Street Address: 4602 E. Hammond Lane
4602 E. Hammond Lane

City: Phoenix State: AZ
Zip: 85034

- Individual(s) citizenship _____
- Association
- General Partnership
- Limited Partnership
- Corporation-State Arizona
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designation must be separate from Assignment)
Additional name(s) & address(es) attached: Yes No

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

A. Trademark Application No.(s)

SN 75/257518

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

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

Name: Mark A. Carlino
Address: Law Office of Mark A. Carlino
2196 East Camelback Road
Phoenix, Arizona 85016
Telephone: (602) 955-1256

6. Total number of applications and registrations involved: One

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

- Enclosed
- Charge deficiency to Deposit Account

09/22/1998 DMGUYEM 00000145 75257518

01 FC:481

40.00 OP

8. Deposit Account No. _____
Duplicate of this page is attached if using 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.

Mark A. Carlino
Name of Person Signing

Signature

9/14/98
Date

Total number of pages submitted: 2

ASSIGNMENT

WHEREAS, Cristina M. Carlino, a U.S. citizen residing at 4304 East Stanford, Phoenix, Arizona 85018 ("Assignor"), has intended to use the mark "THE HEALTH BAR" in interstate commerce and has filed an application with the United States Patent and Trademark Office on March 14, 1997, based on its bona fide intent to use such mark in commerce, which application has been assigned Serial No. 75/257518;


WHEREAS, Assignor has since used the mark and has filed an allegation of use in the above-identified application;

WHEREAS, Assignor is assigning the mark identified above as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060;

WHEREAS, philosophy, inc., an Arizona corporation ("Assignee"), located at 4602 East Hammond Lane, Phoenix, Arizona 85034, has acquired the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060, and is desirous of acquiring said trademark and the pending intent-to-use application therefor;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the above-identified trademark and the goodwill of business symbolized thereby.

DATED this 4th day of September, 1998.

By: 
Cristina M. Carlino

STATE OF ARIZONA)
) ss:
County of Maricopa)

The foregoing instrument was acknowledged before me this 4th day of SEPT, 1998, by Cristina M. Carlino.

IN WITNESS WHEREOF, I have set my hand and official seal.


Notary Public

My commission expires:



misc\assignment-health bar