

03-03-1999

U.S. Department of Commerce
Patent and Trademark Office

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

1. Name of conveying party(ies):

Dana Perfumes Corp.

MRO
2-16-99

- Individual(s)
- General Partnership
- Corporation-Delaware
- Other

- Association
- Limited Partnership

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

2. Name and Address of receiving party(ies)

Name: Mem Company, Inc.

Address: P.O. Box 928
Northvale, New Jersey

3. Nature of conveyance:

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

Execution Date: January 28, 1999.

Individual(s) citizenship _____

Association _____

General Partnership _____

Limited Partnership _____

Corporation-Delaware _____

Other _____

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)

75/485,639

75/485,947

75/485,750

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

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

Anna Kraske, Esq.
Cowan, Liebowitz & Latman, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41)..... \$ 90.00

Enclosed

Any deficiency is authorized to be charged to Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

(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.

Anna Kraske
Name of Person Signing

Signature

February 15, 1999
Date

Total number of pages including cover sheet, attachments, and document: 3

Mail to: U.S. Patent & Trademark Office, Office of Public Records, Crystal Gateway 4, Rm.335, Washington, D.C. 20231

ASSIGNMENT OF U.S. TRADEMARK APPLICATIONS


WHEREAS, **Dana Perfumes Corp.**, a Delaware corporation with an address at 3 Landmark Square, Stamford, Connecticut 06901 ("Assignor") is the owner of the intent-to-use trademark applications listed in the attached Schedule A (collectively, the "Trademarks") and

WHEREAS, **Mem Company, Inc.**, a Delaware corporation having its sole office and place of business at P.O. Box 928, Northvale, New Jersey 07647 ("Assignee") is desirous of acquiring all of Assignor's right, title and interest in the United States in and to the Trademarks and the pending applications and the goodwill of the business which is symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's rights, title and interest, whether statutory or at common law, in and to each of the Trademarks, together with the goodwill of the business symbolized by them, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain all monetary and other proceeds relating to those causes of action.

Dana Perfumes Corp.

By:



John Jackson,
Group Vice President

Dated: 2-10-99

Schedule A
U.S. Applications

I'M BABY SOFT	75/485,639
LOVE'S	75/485,947
LOVE'S BABY SOFT	75/485,750