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03-04-1999



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To the Honorable Commissioner of Patents and Trade

its or copy thereof.

1. Name of conveying party(ies):

Dana Perfumes Corp.

- 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)



02-16-1999

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #70

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 <sup>¢</sup>

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

40.00 OP  
50.00 OP  
00000195 75-485639  
JAN15 1999 03-3415

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

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RECORDED: 02/16/1999

TRADEMARK  
REEL: 1863 FRAME: 0594