

04-11-2001

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FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027



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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

3-28-01

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger
Effective Date
Month Day Year _____
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Name URBAN BRANDS, INC Execution Date
Month Day Year 3/1/01

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization DELAWARE

Receiving Party

Mark if additional names of receiving parties attached

Name A. I. J. J. ENTERPRISES, INC.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 1000 PENNSYLVANIA AVENUE

Address (line 2) _____

Address (line 3) BROOKLYN NEW YORK/USA 11207

City State/Country Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization New York

ADDITIONAL TRADEMARK RECORDATION OFFICE
 RECEIVED
 MAR 28 10 30 AM '01

04/10/2001 GT0N11 00000110 1887963

FOR OFFICE USE ONLY

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01 FC:481 40.00 OP
 02 FC:482 50.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
 Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
 REEL: 002268 FRAME: 0227

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1,887,963"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="1,602,428"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="1,698,532"/>	<input type="text"/>	<input type="text"/>

Number of Properties Enter the total number of properties involved.

#

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

SUE NICHOLS

3/22/01

Name of Person Signing

Signature

Date Signed

087018

U.S. TRADEMARK ASSIGNMENT

This ASSIGNMENT, dated this 1st day of March, 2001, by and from URBAN BRANDS, INC. a Delaware corporation with its principal place of business at 100 Metro Way, Secaucus, New Jersey 07094 (herein referred to as "Assignor"), to A.I.J.J. ENTERPRISES, INC., a New York corporation, with its principal place of business at 1000 Pennsylvania Avenue, Brooklyn, New York 11207 (herein referred to as "Assignee").

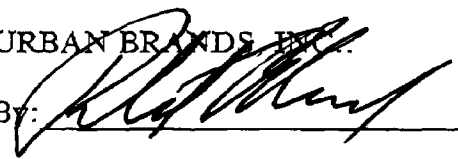
WITNESSETH:

WHEREAS, Assignor is the owner of the United States "EASTERN WIND" trademark, with design, and the trademark registration thereof, as set forth in Schedule A hereto (the "Trademark"); and

WHEREAS, Assignee is desirous of acquiring the said United States Trademark, and the said trademark registration thereof.

NOW, THEREFORE, for good and valuable consideration, receipt whereof is hereby acknowledged, Assignor does hereby assign, transfer and convey unto the Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the said United States Trademark, the trademark registration thereof, together with the goodwill of the business connected with the use of and symbolized by the same, as well as all rights to damages or profits, due or accrued, arising out of past infringement of the same and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed this 1st day of March, 2001.

URBAN BRANDS, INC.
By: 

SCHEDULE A
UNITED STATES REGISTRATION

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Class</u>
KID SPOT	1,698,532	June 30, 1992	42

SCHEDULE A

UNITED STATES REGISTRATION

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Class</u>
IVY'S VINE with design	1,602,428	June 19, 1990	25

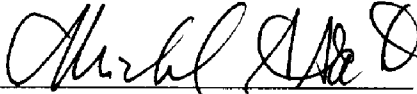
SCHEDULE A

UNITED STATES REGISTRATION

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Class</u>
EASTERN WIND with design	1,887,963	April 4, 1995	25

UNITED STATES OF AMERICA)
STATE OF NEW JERSEY) ss.:
COUNTY OF HUDSON)

On this 5th day of March 2001, before, me, personally appeared Robert Bland to me known, who, being by me duly sworn, did depose and say that he is the Executive Vice President and Chief Operating Officer of URBAN BRANDS, INC., the corporation described in and which executed the foregoing instrument; that the seal affixed to said instrument is the corporate seal of said corporation, and he signed the instrument by authority of and on behalf of said corporation.



Notary Public

(Seal)