

MAR 7-30-99

08-03-1999



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RE

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
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached
Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
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

05/12/1999 DNGUYEN 00000243 1126618

FOR OFFICE USE ONLY

01 FC:481 40.00 DP
02 FC:482 1350.00 DP
03 FC:998 5.00 DP

08/02/1999 DNGUYEN 00000243 1126618
05/12/1999 DNGUYEN 00000243 1126618
03 FC:998

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) in formation to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

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)

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.)

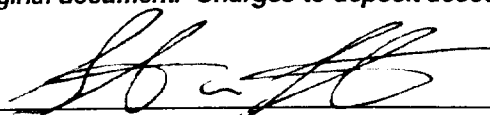
Deposit Account Number: #

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.

Steven A. Lightman
Name of Person Signing


Signature

4/5/99
Date Signed

APPENDIX A

Arizona Mail Order Company, Inc.

Document ID No: 100806747

TRADEMARK / TRADENAME / SERVICE MARK	REGISTRATION NUMBER	APPLICATION NUMBER	DATE OF REGISTRATION	DATE OF APPLICATION
1. AMBASSADOR	1,126,618		11/06/79	
2. AMBASSADOR	1,267,721		02/21/84	
3. APPOINTMENTS	1,523,901		02/07/89	
4. APPOINTMENTS	1,525,538		02/21/89	
5. BARONESS DE WAYNE	1,966,945		04/09/96	
6. COWARD	0,073,661		05/11/1909 <i>Renewed</i> 10/30/89	
7. CLOTHES TO HOME	1,500,504		08/16/88	
8. DANIEL LOW'S	1,764,436		04/13/93	
9. DAVID CALAIS	2,214,562		12/29/98	
10. DERBY-HIGGINSON	1,875,925		01/24/95	
11. DRY DOCK BY SERBIN	885,089		01/27/70 <i>Renewed</i> 02/21/90	
12. DULOTTES	858,631		10/15/68 <i>Renewed</i> 11/22/88	
13. EASY LIVING	1,458,320		09/22/87	
14. EDGE KEEPERS	629,156		06/19/56 <i>Renewed</i> 06/19/76 <i>Renewed</i> 05/20/96	
15. FASHION-PLUS BAG	1,138,769		08/19/80	
16. FLEX-MASTERS	384,231		01/07/91	
17. HEAVENLY COMFORT	1,370,230		11/12/85	
18. HEAVENLY SUEDE	1,305,091		11/13/84	
19. HEIRESS II	1,073,151		09/13/77 <i>Renewed</i> 09/97	

TRADEMARK / TRADENAME / SERVICE MARK	REGISTRATION NUMBER	APPLICATION NUMBER	DATE OF REGISTRATION	DATE OF APPLICATION
20. HOME, ETC.	1,789,388		08/24/93	
21. INTIMATE APPEAL	1,680,348		03/24/92	
22. JEWELRY VALUES	1,427,432		02/03/87	
23. KRAUS OF CALIFORNIA	1,276,299		05/01/84	
24. LADY "A"	1,168,377		09/08/81	
25. LADY AMBASSADOR	1,180,174		12/01/81	
26. MAIL POUCH	1,200,435		07/06/82	
27. MARK REED	1,435,705		04/04/87	
28. NANCY'S CHOICE	1,202,124		07/20/82	
29. NANCY'S CHOICE	1,295,149		09/11/84	
30. OLD PUEBLO TRADERS	1,336,664		05/21/85	
31. OLD PUEBLO TRADERS — VICKI WAYNE'S	1,342,544		06/18/85	
32. OLOF DAUGHTERS	894,656		07/14/70 <i>Renewed</i> 05/29/91	
33. ORGANIZED LADY	1,047,265		08/31/76 <i>Renewed</i> 08/31/96	
34. PATCHWORK POCKETS	1,320,178		02/12/85	
35. REGALIA	1,649,648		07/02/91	
36. REGENCY	1,199,554		06/29/82	
37. RIVERIA	1,384,284		02/25/86	
38. SAFETY BAG	1,036,812		03/30/76 <i>Renewed</i> 12/26/95	
39. SERBIN	606,130		05/17/55 <i>Renewed</i> 05/17/75 <i>Renewed</i> 05/17/95	
40. SERBIN SHIRTWAISTER	595,986		09/28/54 <i>Renewed</i>	

TRADEMARK / TRADENAME / SERVICE MARK	REGISTRATION NUMBER	APPLICATION NUMBER	DATE OF REGISTRATION	DATE OF APPLICATION
			05/14/74 <i>Renewed</i> 08/01/94	
41. SERBIN SPORT	1,503,096		09/06/88	
42. SERENDIPITY	1,133,650		04/22/80	
43. SMARTFIT		75/329183		07/23/97
44. SHOPPING INTERNATIONAL	1,018,990		08/26/75 <i>Renewed</i> 09/12/95	
45. SIGNET	1,134,134		04/29/80	
46. STRAWSTACK	783,692		01/19/65 <i>Renewed</i> 05/28/85	
47. SUPREME BAG	1,137,891		07/15/80	
48. SWITCHES	1,493,256		06/21/88	
49. TRIPMASTER	1,134,641		05/06/80	
50. ULTIMATE	1,294,248		09/11/84	
51. UNIQUE PETITE	1,499,030		08/02/88	
52. VALUE SHOWCASE	1,559,819		09/19/89	
53. VICKI WAYNE	1,336,665		05/21/85	
54. VICKI WAYNE	2,055,472		04/22/97	
55. WORLD OF FASHION	1,027,597		12/16/75 <i>Renewed</i> 02/27/96	

To the Honorable Commissioner of Patents



Check original documents or copy thereof

1. Name of conveying party(ies):

100806747 and address of receiving party(ies):

Arizona Mail Order Company, Inc.

Name: AMO Acquisition, Inc.

Internal Address: 3740 East 34th Street

Street Address: (same) 28

City: Tucson State: Arizona ZIP: 85713

MRD 8-28-98

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

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

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

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)

3. Nature of conveyance:

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

Additional name(s) and address(es) attached? Yes No

Execution Date: _____

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

A. Trademark Application No.(s)

B. Trademark registration No.(s)

SEE APPENDIX A

SEE APPENDIX A

Additional Numbers attached? Yes No

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

6. Total number of applications and registrations involved 58

Name: Sarah Modi, Esq.

7. Total fee (37 CFR 3.41) \$ 1,470.00

Internal Address: Brown & Bain
Post Office Box 400
Phoenix, Arizona 85001-0400

- Enclosed
- Authorized to be charged to deposit account

Street Address: 2901 North Central Avenue, Suite 2000

8. Deposit account number:
(Attach duplicate copy of this page if paying by deposit account)

City: Phoenix State: Arizona ZIP: 85012

09/02/1998 DNGUYEN 00000103 1126618

DO NOT USE THIS SPACE

01 FC:481 40.00 OP
 02 FC:482 1425.00 OP
 03 FC:998 5.00 OP

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.

Steven A. Lightman
Name of Person Signing

Signature

8/26/98

Date

Total number of pages comprising cover sheet: 1

TRADEMARK ASSIGNMENT AGREEMENT


WHEREAS, AMO Acquisition, Inc. ("Assignor"), an Arizona corporation, having its principal office at 3740 East 34th Street, Tucson, Arizona 85713, has adopted, used, is using, and is the owner of the United States Trademark Registrations and Applications identified in the attached Appendix A;

WHEREAS, Arizona Mail Order Company, Inc. ("Assignee"), an Arizona corporation, having its principal place of business at 3740 East 34th Street, Tucson, Arizona 85713, desires to acquire from Assignor, the entire right, title and interest in and to such trademark registrations and applications;

NOW, THEREFORE, for valuable consideration received by Assignor, receipt and sufficiency of which is hereby acknowledged, effective on March 31, 1999, Assignor has sold, assigned, and transferred and hereby does sell, assign, and transfer to Assignee the entire right, title, and interest in and to the United States Trademark Registrations and Applications identified in the attached Appendix A, including the rights to the trademarks, tradenames and service marks which are the subject of such registrations and applications together with the goodwill appurtenant thereto.

IN WITNESS WHEREOF, Assignor intending to be legally bound, has affixed its signature.

Dated: 4-5-99

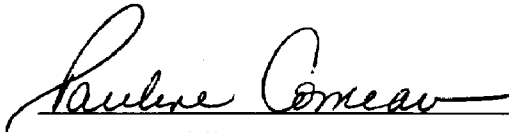
By: 

Printed Name: Steven A. Lightman

Title: President

STATE OF ARIZONA)
) ss.
County of Pima)

The foregoing instrument was acknowledged before me this 5th day of ~~March~~ ^{APRIL}, 1999, by Steven A. Lightman President of AMO Acquisition, Inc., an Arizona corporation, on behalf of the Corporation.


Notary Public

My Commission Expires:
2-7-2002

APPENDIX A

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Document ID No: 100806747

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8. DANIEL LOW'S	1,764,436		04/13/93	
9. DAVID CALAIS		75/390967		11/17/97
10. DERBY-HIGGINSON	1,875,925		01/24/95	
11. DRY DOCK BY SERBIN	885,089		01/27/70 <i>Renewed</i> 02/21/90	
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13. EASY LIVING	1,458,320		09/22/87	
14. EDGE KEEPERS	629,156		06/19/56 <i>Renewed</i> 06/19/76 <i>Renewed</i> 05/20/96	
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33. OLOF DAUGHTERS	894,656		07/14/70 <i>Renewed</i> 05/29/91	
34. ORGANIZED LADY	1,047,265		08/31/76 <i>Renewed</i> 08/31/96	
35. PATCHWORK POCKETS	1,320,178		02/12/85	
36. PEACHTREE REPORT	1,162,297		04/21/81	
37. PEACHTREE REPORT	1,582,036		02/06/90	
38. REGALIA	1,649,648		07/02/91	
39. REGENCY	1,199,554		06/29/82	
40. RIVERIA	1,384,284		02/25/86	
41. SAFETY BAG	1,036,812		03/30/76 <i>Renewed</i> 12/26/95	
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