

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lids Corporation		04/13/2001	CORPORATION:

RECEIVING PARTY DATA	
Name:	Hat World, Inc.
Street Address:	8142 Woodland Drive
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46278
Entity Type:	CORPORATION: MISSOURI

PROPERTY NUMBERS Total: 6		
Property Type	Number	Word Mark
Registration Number:	2174170	LIDS
Registration Number:	2219864	LIDS
Registration Number:	2304741	ULTIMATE LIDS HEADGEAR
Registration Number:	2434043	L
Registration Number:	2718326	L
Registration Number:	2456310	LIDS CARD

CORRESPONDENCE DATA	
Fax Number:	(317)231-7433
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	317-231-7260
Email:	athompson@btlaw.com
Correspondent Name:	BARNES & THORNBURG
Address Line 1:	11 South Meridian Street
Address Line 4:	Indianapolis, INDIANA 46204

ATTORNEY DOCKET NUMBER:	35311-100
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CH \$165.00 2174170

NAME OF SUBMITTER:

Amanda Pecchioni Thompson

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, LIDS CORPORATION, a corporation organized under the laws of the State of Delaware having its principal place of business at 60 Glacier Drive, Westwood, Massachusetts 02090 ("Assignor") is the owner of certain rights to the trademarks and domain names identified on the attached Schedule A (the "Trademarks"); and

WHEREAS, Hat World, Inc., a corporation organized under the laws of the State of Minnesota ("Assignee") has agreed to acquire the entire right, title and interest in and to such Trademarks, along with substantially all of the other assets of assignor, including all good will associated with the Trademarks; and

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns the entire right, title and interest in and to the Trademarks listed in Schedule A hereto together with the good will of the business in connection with which the marks are used and the right to sue and recover for past infringements of the Trademarks.

Assignor further agrees that it will execute all proper papers and documents, prepared at the expense of the Assignee, necessary or required to fully transfer effective, complete, and unencumbered title to the Trademarks in the Assignee.

Assignor further represents and warrants it has good and marketable title in and to the Trademarks sufficient to fully transfer the Trademarks and all rights therein without any liens, encumbrances and defects.

IN WITNESS WHEREOF, the assignor has caused this Assignment to be executed in its behalf as of the 13 day of April, 2001.

LIDS CORPORATION

By: Nancy Sabine Turewski
Name: Nancy Sabine Turewski
Title: PER / CEO

STATE OF Massachusetts)
)
COUNTY OF Norfolk) ss:

Nancy Sabine Turewski On this 13th day of April, 2001, before me appeared the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of said company with the authority to do so.

Carol Ann Mucale
Notary Public
My Commission Expires 10/30/01

LIDS CORPORATION TRADEMARK LIST

UNITED STATES

<u>Mark</u>	<u>Status</u>	<u>Appl/Req. No.</u>	<u>Class</u>
LIDS (Script)	Registered	2,174,170	25
LIDS (Script)	Registered	2,219,864	35
LIDS ULTIMATE HEADGEAR & Des.	Registered	2,304,741	25
L-in-a-Circle Design (Cl. 35)	Registered	2,434,043	35
LIDS ULTIMATE HEADGEAR & Des.	pending	75/425623	35
EASY LIDS	pending	75/613502	25
LIDS & Hangtag Design	pending	75/626874	35
LIDS (initial cap)	pending	75/725776	25
L-in-a-Circle Design	pending	75/725787	25 - 2,710,324
LIDS (initial cap)	pending	75/725789	35
LIDS.COM	erroneously abandoned by PTO - to be revived	75/748477	35
LIDS CARD	pending	75/788354	9 - 2,456,310
LIDS CARD	pending	75/788359	36
LIDS MADNESS	pending	75/915666	42

Domain Names

lids.com

April 13, 2001

WMD
TBK

Christina Jurgali
Notary 10/30/01
TRADEMARK