

TRADEMARK
5087-4020

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK EXAMINING OPERATION**

Applicant . Franklin Loufrani
Mark . SMILEY and Design
Serial No. : 75/302,439
Filing Date . June 3, 1997

To The Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-4313

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SUBSTITUTE POWER OF ATTORNEY

Applicant hereby revokes all previous powers of attorney and hereby appoints
David H. Pfeiffer; Harry C. Marcus; Robert E. Paulson; Stephen R. Smith, Kurt E
Richter; J. Robert Dalley; Eugene Moroz; John F. Sweeney; Arnold I. Rady;
Christopher A. Hughes; William S. Feiler; Janet Dore, Joseph A. Calvaruso; James W
Gould; Richard C. Komson; Israel Blum; Christopher K. Hu; Bartholomew Verdirame;
Dickerson M. Downing, Maria C. H. Lin; Joseph DeGirolamo; Michael P. Dougherty;
Seth J. Atlas; Andrew M. Riddles; Bruce D. DeRenzi, Mark J. Abate, John T.
Gallagher; Steven F. Meyer; Kenneth H. Sonnenfeld; David H.T. Kane, Siegrun Kane;
Tony V. Pezzano; Andrea L. Wayda, Walter G. Hanchuk; John Osborne; Robert K.
Goethals; Peter N. Fill; Mary Morry; Kenneth S. Weitzman; and each of them as its
attorneys to prosecute this trademark application, to transact all business in the Patent and

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Trademark Office in connection therewith, and to receive the certificate of registration

Please address all correspondence to.

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DESIGNATION OF DOMESTIC REPRESENTATIVE

MORGAN & FINNEGAN, L.L.P., whose address is 345 Park Avenue, New York, New York 10154, is hereby designated registrant's representative upon whom notice or process in proceedings affecting the mark or the registration may be served

Dated: Oct 28 / 2002 By: 
Name: Franklin Loufrani