



**SECURED PARTY'S SALE BY  
PUBLIC SEALED BID OFFERING 20-42**

**Paternayan & Paterna Trademarks ~ Color Formulas & Standards ~  
Color Charts ~Domain Name ~ Yarn Inventory  
RE: ASSETS OF MAINE TEXTILES INTERNATIONAL, LLC**

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Maine Real Estate License #2175  
Maine Auction License #236

## SEALED BID ANNOUNCEMENT

Dear Prospective Bidder:

The Keenan Auction Company is pleased to announce the entirety offering by Sealed Bid certain Assets of Maine Textiles International, LLC, including Paternayan & Paterna Trademarks, Color Formulas & Standards, Color Charts, Domain Name and Yarn Inventory. Below is a brief history of this well-known brand.



### The History of Paternayan ® – 100% Persian Virgin Wool Yarn:

In 1916, Harry and Karnig Paternayan arrived in New York with an extraordinary knowledge of oriental rugs and tapestries. To practice their trade as they'd learned it, however, they would need to develop a wool yarn of the quality, durability and lustrous color they'd known in their homeland. The result of their efforts was Paternayan Persian yarn, a revolutionary three-ply twist of 100% imported virgin wool.

Harry and Karnig found a unique breed of sheep grown only in New Zealand whose lambs (upon their first shearing, at eighteen months instead of the usual one year) produce an especially soft, especially white, and especially long-fibered wool. Accepting nothing less than the finest spinning available anywhere in the world, they brought their wool to the Yorkshire section of England, where "flyer" spinning machines were in operation. Unlike the so-called "fast and efficient" spinning machines of the modern era, these special machines slowly and precisely polished each and every fiber as they spun the wool. Because of its long fibered wool and the spinning process, Paternayan Persian Yarn exhibits great strength and resilience which prevents the yarn from breaking and fraying during stitching – a common weakness in lesser yarns. Due to the unusual whiteness of the lambs wool and the polishing of the fibers the yarn exhibited a luster that approaches a "glow".

Paternayan yarns are recognized by everyone from Mid-Eastern potentates to scholars at The Metropolitan Museum of Art, as the world's richest and most colorful. In fact, many of the colors they developed over the years were considered impossible achievements by the color experts of the day. Paternayan yarn was originally offered in 430 colors when marketed by Harry and Kamick Paternayan.

In 1986 the Paternayan line was sold to Johnson Wax who later moved operations to Pepperall, Massachusetts. This dyehouse was later purchased by Alan Getz under the name JCA, Inc., who continued to grow the line and offered the yarn in 418 colors. In 2013, after the death of Getz, Saco River Dyehouse (Maine Textiles International, LLC) purchased the trademark, color formulas and color standards necessary to produce the Paternayan yarn.

Thank you for your interest in this sale. If you have further questions, please contact our office at 207-885-5100 and request Sealed Bid #20-42.

Sincerely,

Keenan Auction Company

## SEALED BID PROCEDURES

If you would like to submit a sealed bid, the following procedures will apply:

1. Please complete the enclosed sealed bid form, which must be sealed in an envelope and labeled as follows:

**Sealed Bid - (your name)**

2. A deposit of **10% (ten percent)** of your bid amount, Non-refundable as to the winning bidder, in **CASH** or **CERTIFIED U.S. FUNDS** made payable to Keenan Auction Company must accompany your sealed bid. Place the deposit in a ***separate envelope*** labeled as follows:

**Sealed Bid Deposit - (your name)**

3. Mail or hand-deliver both envelopes to: Keenan Auction Company, 1 Runway Road, South Portland, Maine 04106.

4. **SEALED BID DEADLINE:** Monday, October 26, 2020 at 1PM.

## SEALED BID ENTIRETY OFFERING

### **GENERAL INTANGIBLE AND TANGIBLE ASSETS OF MAINE TEXTILES INTERNATIONAL, LLC (Asset Description):**

- Paterna Trademark (Registration Number: 0922454)
- Paternayan Trademark (Registration Number: 1705070)
- Domain Name [www.paternayan.com](http://www.paternayan.com)
- (+/- 418) Color Formulas and Color Standards necessary to produce Paternayan Yarn
- (+/- 2,799) 1/4 lb Hank Yarn Bundles (Various Colors)
- (+/- 432 Boxes, Approx. 10 Skeins per box) 8 Yard Skein Yarn Bundles (Various Colors)
- Box of Paternayan Stitch Technique Booklets & Paternayan Color Cards

## SEALED ENTIRETY BID FORM

**Public Sale by Sealed Bid #20-42 ~ Assets of Maine Textiles International, LLC  
Paternayan & Paterna Trademarks ~ Color Formulas & Standards ~ Charts ~  
Domain Name ~ Yarn Inventory**

**Name of Submitter:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**P.O. Box #:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_ **Cell Phone:** \_\_\_\_\_

**Total Amount of ENTIRETY Bid: \$** \_\_\_\_\_

**Please include a deposit equal to 10% (ten percent) of your bid amount by personal or company check.  
Deposit is non-refundable if bid is accepted.**

### **TERMS & CONDITIONS:**

**SEALED BID DEADLINE:** Tuesday, October 26, 2020 at 1PM. Bids may be mailed or hand delivered to: Keenan Auction Company, 1 Runway Rd., So. Portland, ME 04106, on or before the bid deadline. All bids subject to confirmation of Seller.

**DEPOSIT:** Each sealed bid must be accompanied with a deposit of 10% of the bid amount (non-refundable if bid is accepted) and made payable to Keenan Auction Company. Unaccepted bid deposits will be returned via U.S. Mail on Wednesday, October 27, 2020.

**CLOSING:** The balance of the accepted bid price will be due on or before October 30, 2020 in Cash or Certified US Funds, made payable to the Keenan Auction Company.

**WARRANTY:** Bidder acknowledges that the assets are being sold on an "as-is, where-is" basis and that no guarantees are being made as to the genuineness, authenticity of, or defects in the general intangibles, and tangible assets, and that the auctioneer and seller are not responsible for discrepancies or inaccuracies. Bidder acknowledges that bidder has had the opportunity to review the sealed bid offering and that it is being offered on an "as-is, where-is" basis.

**DEFAULT:** In the event the Purchaser fails to pay the whole of the purchase price within the time set forth by the Seller, and/or fails to comply with any of these Terms and Conditions of Sale, the Seller may retain the deposit specified, and in addition thereto, the item can be resold at public or private sale without further notice. Any deficiency resulting from such resale shall be paid to the Seller by such defaulting purchaser. Purchaser agrees to pay any and all charges and expenses incurred by reason of any breach of the Terms and Conditions of Sale, including without limitation reasonable attorney's fees.

**PLEASE NOTE:** By your signature below, you have entered into a written, binding contract agreeing to the Terms and Conditions of Sale, and understand that any bid you submit falls under the Maine Auction Law, Title 11, Section 2-328 of the Uniform Commercial Code, and the Statute of Frauds. Maine auctions are under the jurisdiction of the State of Maine Department of Professional and Financial Regulations, Board of Licensure of Auctioneers, 35 State House Station, Augusta, Maine 04330. If you do not agree with the Terms and Conditions of the Sale, please do not bid.

**PREVIEW:** Friday, October 23, 2020 from 10-11AM at 1 Runway Road, South Portland, ME or by appointment. If you should have any questions, please contact our office at (207) 885-5100 and request Sealed Bid # 20-42.

**Signature of Submitter:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

# TRADEMARKS DETAIL



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## Typed Drawing

Word Mark	PATERNA
Goods and Services	IC 023. US 043. G & S: YARN. FIRST USE: 19400115. FIRST USE IN COMMERCE: 19400115
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72362737
Filing Date	June 15, 1970
Current Basis	1A
Original Filing Basis	1A
Registration Number	0922454
Registration Date	October 19, 1971
Owner	(REGISTRANT) PATERNAYAN BROS., INC. CORPORATION NEW YORK 312 E. 95TH ST. NEW YORK NEW YORK 10028 (LAST LISTED OWNER) MAINE TEXTILES INTERNATIONAL, LLC LIMITED LIABILITY COMPANY MAINE 100 MAIN STREET BUILDING 13-W, SUITE 101 BIDDEFORD MAINE 04005
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	KENNETH F. FLOREK
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20111105.
Renewal	2ND RENEWAL 20111105
Live/Dead Indicator	LIVE

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**Record 1 out of 1**

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## Typed Drawing

Word Mark	PATERNAYAN
Goods and Services	IC 023. US 043. G & S: needlework yarns [ and threads ]. FIRST USE: 19400000. FIRST USE IN COMMERCE: 19400000
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74185966
Filing Date	July 17, 1991
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	May 12, 1992
Registration Number	1705070
Registration Date	August 4, 1992
Owner	(REGISTRANT) Carilorz Corp. DBA JCA, Inc. CORPORATION MASSACHUSETTS 35 Scales Lane Townsend MASSACHUSETTS 01469 (LAST LISTED OWNER) MAINE TEXTILES INTERNATIONAL, LLC LIMITED LIABILITY COMPANY MAINE 100 MAIN STREET BUILDING 13-W, SUITE 101 BIDDEFORD MAINE 04005
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	KENNETH F. FLOREK
Type of Mark	TRADEMARK
Register	PRINCIPAL-2(F)
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130904.
Renewal	2ND RENEWAL 20130904
Live/Dead Indicator	LIVE

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