

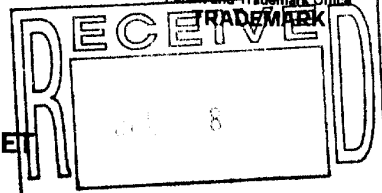
FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

07-14-1998



100763196

U.S. Department of Commerce
Patent and Trademark Office



RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

MPO 7-8-98

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

Conveying Party

Mark if additional names of conveying parties attached

Name Fargo & Co.

Execution Date
Month Day Year
03311998

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 Pacific Continentals Apparel, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 2060 Via Arado

Address (line 2) _____

Address (line 3) Rancho Dominguez

California

90220

- Individual General Partnership Limited Partnership
- Corporation Association
- Other _____

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.)

- Citizenship/State of Incorporation/Organization California

07/10/1998 88MITH 00000029 763167

FOR OFFICE USE ONLY

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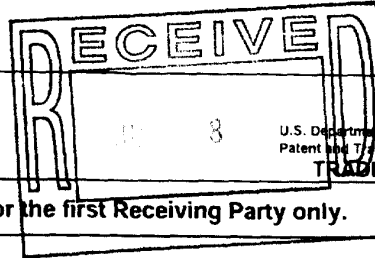
40.00 DP

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 (0861-0027), 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: 1752 FRAME: 0908



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" value="763167"/>	<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"/>	<input type="text"/>	<input type="text"/>	<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

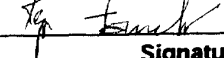
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.) #

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.

Reza Farmehr 

Name of Person Signing Signature Date Signed

EXHIBIT

ASSIGNMENT OF TRADEMARK

WHEREAS, Fargo & Co. ("Fargo"), a Delaware corporation, of 180 La Vereda Road, Santa Barbara, California 93108, has adopted, owns and is using the mark "FARGO" (the "Registered Mark") which is registered on the Principal Register of the United States Patent and Trademark Office, Registration No. 763167, dated January 14, 1964;

WHEREAS, Pacific Continentals Apparel, Inc. ("Pacific"), a California corporation, of 2060 Via Arado, Rancho Dominguez, California 90220 wishes to acquire the Registered Mark and its registration;

WHEREAS, Fargo has adopted, owns and is using the Mark "FARGO & CO.", in respect of which Fargo has made two applications for registration on the Principal Register of the United States Patent and Trademark Office, Application Serial Nos. 74-662739 and 74-662740 (the "Applications");

WHEREAS, Pacific wishes to acquire the Applications;

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Fargo hereby assigns to Pacific all of Fargo's right, title and interest in and to the Registered Mark and Applications, together with the goodwill of the portion of Fargo's business in connection with which the Registered Mark and the Applications are used, and the registration of the Registered Mark.

FARGO & CO.,
a Delaware corporation

By: *M. J. ...*
Title: *Pres.*

Dated effective as of : 3-13 98

SUBSCRIBED and SWORN to before me this 13th of March, 1998.

Marni Brown
Notary Public

My Commission Expires: 3-12-01

