

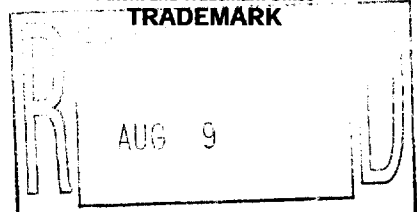
08-12-1999

TRADEMARK



101116305

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY



MDP
8.9.99

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

Corporation Association

Other

Citizenship/State of Incorporation/Organization

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.)

FOR OFFICE USE ONLY

08/11/1999 DCOATES 00000258 2190795

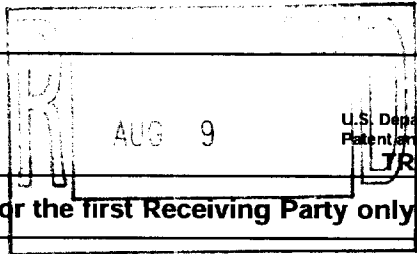
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40.00 DA

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) information to:
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Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name Att:

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.

Anthony F. Lo Cicero, Esq.

Name of Person Signing

Signature

8/19/93

Date Signed

U.S. TRADEMARK ASSIGNMENT

WHEREAS, BUGLE BOY INDUSTRIES, INC., a corporation organized and existing under the laws of the State of California, having a place of business at 2900 Madera Road, Simi Valley, California 93065 (“Assignor”), is the owner of all right, title and interest to the trademark E-MAG, and is owner of the related U.S. Trademark Registration No. 2,198,795, a copy of which registration is annexed hereto as Exhibit 1 (the “Mark”); and

WHEREAS, Magaschoni Apparel Group, Inc., a corporation organized and existing under the laws of the State of New York, having a place of business at 525 Seventh Avenue, New York, New York 10018 (“Assignee”), is desirous of acquiring all of Assignor’s right, title and interest in and to the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all of Assignor’s right, title and interest in and to the Mark, together with the goodwill of the business symbolized by such trademark, and the related United States Registration, and the right to sue for past infringements.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed

in its corporate name by its duly authorized officer this 20th day of May, 1999.

BUGLE BOY INDUSTRIES, INC.

Dated: May 20, 1999

By: Diane Becker

Name: Diane L. Becker

Title: Senior Vice President

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

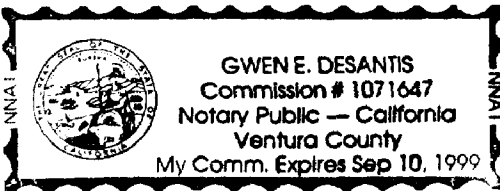
County of Ventura } ss.

On May 1999, before me, Gwen E. DeSantis, Notary
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Diane L. Becker
Name(s) of Signer(s)

personally known to me
 proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/~~are~~ subscribed to the within instrument and acknowledged to me that ~~he~~/she/~~they~~ executed the same in ~~his~~/her/~~their~~ authorized capacity(ies), and that by ~~his~~/her/~~their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.
[Signature]
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: U.S. Trademark Assignment

Document Date: May 20, 1999 Number of Pages: 2

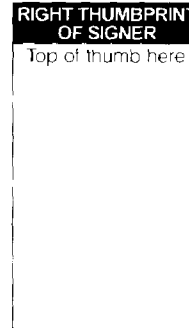
Signer(s) Other Than Named Above: Ø

Capacity(ies) Claimed by Signer

Signer's Name: _____

- Individual
- Corporate Officer — Title(s): Sr. Vice President
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____

Signer Is Representing: Bugle Bay Industries





Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,198,795

United States Patent and Trademark Office

Registered Oct. 28, 1998

**TRADEMARK
PRINCIPAL REGISTER**

E-MAG

**HUGLE BOY INDUSTRIES, INC. (CALIFORNIA
CORPORATION)
2900 MADERA ROAD
SEMI VALLEY, CA 93063**

**FIRST USE 11-20-1996; IN COMMERCE
11-20-1996.**

SN 75-057,348, FILED 2-13-1996.

**FOR: SHORTS AND JACKETS, IN CLASS 25
(U.S. CLS. 22 AND 39).**

JENNIFER FRASER, EXAMINING ATTORNEY

AMSTER, ROTHSTEIN & EBENSTEIN

ATTORNEYS AT LAW

PATENTS • TRADEMARKS • COPYRIGHTS

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JESSE ROTHSTEIN (RETIRED)

INTERNATIONAL DEPARTMENT

DAVID R. BROWN (NON-LAWYER)

PATRICK E. BOLAND*

August 9, 1999

* NOT ADMITTED IN NEW YORK

Hon. Commissioner of Patents
and Trademarks
Washington, D.C. 20231-9993

Attn: Assignment Branch

Re: U.S. TM Registration No. 2,198,795
Mark: E-MAG
Assignor: Bugle Boy Industries, Inc.
Assignee: Magaschoni Apparel Group, Inc.
Our File: 50698/4

Sir:

Enclosed for recordation is an Assignment of the Trademark Registration No. 2,198,795 from Bugle Boy Industries, Inc. to Magaschoni Apparel Group, Inc. and the Recordation Cover Sheet.

Also enclosed is a check in the amount of \$40.00 to cover the recordation fee.

If any further fee is required in this matter, kindly charge the same to Deposit Account No. 01-1785. A copy of this letter is enclosed.

Respectfully submitted,

AMSTER, ROTHSTEIN & EBENSTEIN
Attorneys for Applicant
90 Park Avenue
New York, NY 10016
(212) 697-5995

By: Holly Pekowsky
Holly Pekowsky

HP/dk

Encls.

cc: Anthony F. Lo Cicero, Esq.
Joel Foreman (via facsimile)

85120.1

RECORDED: 08/09/1999

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"Express Mail" mailing label No. TB762366308US

Date of Deposit: August 9, 1999

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

Name: D KAYE

Signature: D Kaye