

04-06-2001



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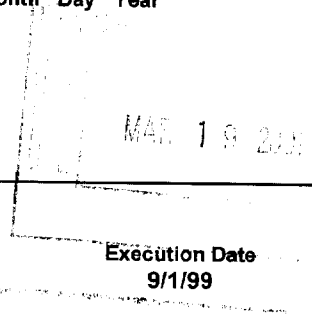
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TRADEMARKS ONLY

HEET

3-19-01

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

| | |
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| Submission Type <input checked="" type="checkbox"/> New <input type="checkbox"/> Resubmission (Non-Recordation) Document ID# <input type="checkbox"/> Correction of PTO Error Reel # Frame # <input type="checkbox"/> Corrective Document Reel # Frame # | Conveyance Type <input checked="" type="checkbox"/> Assignment () License <input type="checkbox"/> Security Agreement () Nunc Pro Tunc Assignment Effective Date Month Day Year <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Other |
|--|--|



Conveying Party () Mark if additional names of conveying parties attached

Name **Lucky Brand Dungarees, Inc.**

Formerly

() Individual () General Partnership () Limited Partnership Corporation () Association

() Other

(x) Citizenship/State of Incorporation/Organization **California**

Execution Date
9/1/99

75772126

Receiving Party () Mark if additional names of receiving parties attached

Name **Lucky Brand Dungarees, Inc.**

DBA/AKA/TA

Composed of

Address (line 1) **4599 District Boulevard**

Address (line 2)

Address (line 3) **Vernon** **California, USA** **90058**
 city State/Country Zip Code

() Individual () General Partnership () Limited Partnership () 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.)

(X) Corporation () Association

() Other

(x) Citizenship/State of Incorporation/Organization **Delaware**

04/05/2001 DBYRNE 00000335 75772126
01 FC:481 40.00 BP
02 FC:482 100.00 BP

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

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 (212) 697-3750

Name David B. Kirschstein

Address (line 1) Kirschstein, Ottinger, Israel & Schiffmiller, P.C.

Address (line 2) 489 Fifth Avenue, 17th Floor

Address (line 3) New York, New York 10017-6105

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

3

Trademark Application Number(s) or Registration Number(s)

(x) 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)

75/772,126
75/924,261
76/067,024
76/137,690

2,383,437

Number of Properties

Enter the total number of properties involved.

#5 _____

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 140.00

Method of Payment:

Enclosed (X)

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 (X)

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.

David B. Kirschstein
Name of Person Signing


Signature

Mar. 15, 2001
Date

ASSIGNMENT


WHEREAS, LUCKY BRAND DUNGAREES, INC., a corporation organized and existing under the laws of the State of California, located and doing business at 4599 District Boulevard, Vernon, California 90058, has adopted the trademarks shown in the attached Exhibit A which have been registered and applied for in the United States Patent and Trademark Office; and

WHEREAS, LUCKY BRAND DUNGAREES, INC., a corporation organized and existing under the laws of the State of Delaware, located and doing business at 4599 District Boulevard, Vernon, California 90058, is desirous of acquiring said marks, the registrations thereof and applications therefor;

NOW, THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said LUCKY BRAND DUNGAREES, INC. does hereby assign unto the said LUCKY BRAND DUNGAREES, INC. all right, title and interest in and to the said marks together with the good will of the business symbolized by said marks, the registrations thereof and the applications therefor.

Dated: September 1, 1999

LUCKY BRAND DUNGAREES, INC.

BY 
Name: Roberta S. Karp
Title: Secretary

Sworn to and subscribed
before me this day
of July, 2000.


Notary Public

JANET C. SWEETMAN-KIEFTE
NOTARY PUBLIC OF NEW JERSEY
COUNTY OF PASSAIC
My Commission Expires Dec. 17, 2001

EXHIBIT A

Registrations

| <u>Trademark</u> | <u>Reg. No.</u> | <u>Reg. Dt.</u> |
|------------------|-----------------|-----------------|
| WEAR US BE LUCKY | 2,383,437 | 9/ 5/00 |

Applications

| <u>Trademark</u> | <u>Ser. No.</u> | <u>Fil. Dt.</u> |
|----------------------|-----------------|-----------------|
| LUCKY YOU | 75/772,126 | 8/ 9/99 |
| LUCKY BRAND | 75/924,261 | 2/22/00 |
| Clover Design | 76/067,024 | 6/ 8/00 |
| TRIPLE XXX DUNGAREES | 76/137,690 | 9/29/00 |