

04-13-2001

U.S. DEPARTMENT OF COMMERCE
Patents and Trademark Office



Tab seq. 1ps 0 0 0 0

To the Honorable Commissioner of Patents and Trademarks

Initial documents or copy thereof.

101673788

1. Name of conveying party(ies):

AMS Merchandising Inc.

3.29.01

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: January 31, 2001

2. Name and address of receiving party(ies):

Name: Tommy Hilfiger Licensing Inc.

Internal Address:

Street Address: 913 N. Market Street

City: Wilmington State: DE ZIP: 19801

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s): Reg. No. 2,003,323

A. Trademark Application No.(s)

B. Trademark registration No.(s)

2,003,323

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jade Huang, Esq.

Internal Address: Tommy Hilfiger Licensing Inc.

Street Address: 25 West 39th Street
New York, New York 10018

City: State: ZIP:

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 05-1315

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Donna Ruggiero

Name of Person Signing

Signature

January 31, 2001

Date

Total number of pages comprising cover sheet: 1

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

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03-29-2001

U.S. Patent & TMO/TM Mail Rcpt Dt. #54

ASSIGNMENT OF REGISTERED TRADEMARK

WHEREAS, AMS Merchandising Inc., a corporation organized and existing under the laws of the State of New York, whose address is 350 South Service Road, Melville, New York, 11749 (hereinafter the "ASSIGNOR"), is the owner of all right, title and interest in and to trademark Registration No. 2,003,323 for FREEDOM registered in the United States Patent and Trademark Office on September 24, 1996, and

WHEREAS, Tommy Hilfiger Licensing Inc., a corporation organized and existing under the laws of the State of Delaware, whose address is 913 N. Market Street, Wilmington, Delaware 19801 (hereinafter the "ASSIGNEE"), desires to acquire all of Assignor's right, title and interest in and to the said trademark and registration identified above, together with the goodwill associated therewith and the federal registration thereof, and Assignor desires to assign all of its right, title and interest in the foregoing registration to assignee.

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor by these presents does hereby sell, transfer, convey and assign unto the Assignee its entire right, title and interest in and to the aforesaid trademark and registration therefore, including without

limitation, the registration identified herein, together with the goodwill of the business appertaining thereto.

In witness whereof, the Assignor has hereunto executed this instrument this 31 day of January, 2001.

AMS Merchandising Inc.

By: Lesley A. Moradian
Lesley A. Moradian
Assistant Secretary

On this 31 day of January, 2001, before me personally appeared Lesley A. Moradian, to me known and known to me to be the individual described in and who executed the foregoing instrument, and she duly acknowledged to me that she executed the same for the purposes set forth therein.

Patricia E. Donnelly
Notary Public
My Commission Expires:

[SEAL]

PATRICIA E. DONNELLY
Notary Public, State of New York
No. 01DO8051269
Qualified in New York County 02
Commission Expires November 20, 2002