

08-28-2002

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

RE



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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

True Blue, Inc.

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

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 03/05/02

2. Name and address of receiving party(ies)

Name: Lucky Brand Dungarees, Inc.

Internal Address:

Street Address: 5233 Alcoa Avenue

City: Vernon State: CA Zip: 90058

- 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):

A. Trademark Application No.(s) 75/141,074

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: David B. Kirschstein, Esq.

Internal Address:

Kirschstein Ottinger Israel & Schiffmiller

Street Address: 489 Fifth Avenue, 17th Floor

City: New York State: NY Zip: 10017-6105

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:

DO NOT USE THIS SPACE

9. Signature.

David B. Kirschstein

Name of Person Signing

Signature

August 19, 2002

Date

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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OFFICE OF PUBLIC RECORDS 2002 AUG 26 AM 11:47 FINANCE SECTION

TRADEMARK REEL: 002570 FRAME: 0901

ASSIGNMENT

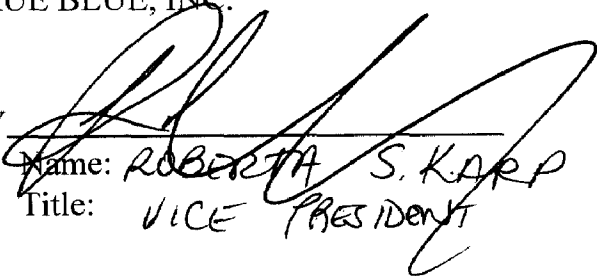
WHEREAS, TRUE BLUE, INC., a corporation organized and existing under the laws of the State of California, located and doing business at 4599 District Boulevard, Vernon, California 90058, has used and is the owner of the mark LUCKY BRAND, an application for which was filed in the United States Patent and Trademark Office on July 22, 1996 under Serial No. 75/141,074; and

WHEREAS, LUCKY BRAND DUNGAREES, INC., a corporation organized and existing under the laws of the State of Delaware, located and doing business at 5233 Alcoa Avenue, Vernon, California 90058, is desirous of acquiring said mark and the application therefor;

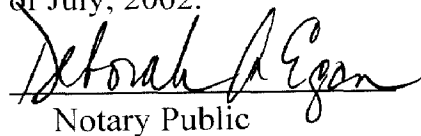
NOW, THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said TRUE BLUE, INC. does hereby assign unto the said LUCKY BRAND DUNGAREES, INC. all right, title and interest in and to the said mark together with the good will of the business symbolized by said mark and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

Dated: March 5, 2002

TRUE BLUE, INC.

BY 
Name: ROBERTA S. KARP
Title: VICE PRESIDENT

Sworn to and subscribed before me this 31st day of July, 2002.


Notary Public

DEBORAH A. EGAN
Notary Public State of New York
No. 41-4737519 Qualified in Nassau County
Certificate Filed in New York County
My Commission Expires 7/31/2005