

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
MSF Corporation		05/27/2003	CORPORATION: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
Name:	BGW Marketing Company, LLC		
Street Address:	5025 South Packard Avenue		
City:	Cudahy		
State/Country:	WISCONSIN		
Postal Code:	53110-1913		
Entity Type:	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
Property Type	Number		
Serial Number:	78151464		
Registration Number:	1349605		
Registration Number:	1255371		
Registration Number:	1464708		
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(414)271-3552		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414.277.5000		
Email:	tm-dept@quarles.com		
Correspondent Name:	Robert L. Titley		
Address Line 1:	411 East Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	670568.90024		

CH \$115.00 78151464

NAME OF SUBMITTER:

Heather L. Cain

Total Attachments: 3

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ASSIGNMENT of TRADEMARKS

This Assignment is made effective as of this 27 day of May, 2003, nunc pro tunc, by MSF Corporation, a Wisconsin corporation ("Assignor") having its principal place of business at 5025 South Packard Avenue, Cudahy, WI 53110-1913, for the benefit of BGW Marketing Company, LLC, a Delaware limited liability company ("Assignee") having its principal place of business at 5025 South Packard Avenue, Cudahy, WI 53110-1913.

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the trademarks and the registrations identified on Schedule A (the "Trademarks"), which Trademarks are now valid and subsisting; and

WHEREAS, Assignee desires to acquire from Assignor the Trademarks and the goodwill of the business in connection with which the Trademarks are used;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees to sell, assign, and transfer to Assignee, its successors and assigns, and does hereby sell, assign, and transfer to Assignee, its successors and assigns, Assignor's entire right, title, and interest in and to the Trademarks, and the goodwill of the business symbolized by the Trademarks and in connection with which the Trademarks are used, and all claims and demands, if any, including all claims and demands for past infringement, that Assignor may have in connection with the Trademarks arising before and as of the date of this Assignment.

Assignor agrees to cooperate with Assignee so that Assignee may enjoy to the fullest extent the rights assigned hereunder. Assignor agrees to assist Assignee at Assignee's expense with all

proceedings involving the Trademarks assigned hereunder, including but not limited to infringement suits, cancellation proceedings, and priority contests.

The terms and provisions of this Assignment shall inure to the benefit of Assignee and its successors and assigns, and shall be binding on Assignor and its legal representatives and any corporation controlling Assignor.

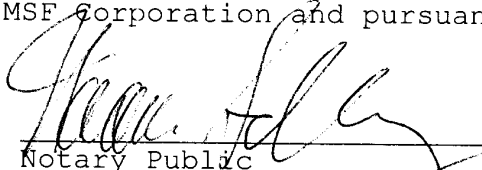
IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its authorized officer as of the date first stated above.

MSF Corporation

By:   
Greg Guerard  
President

STATE OF WISCONSIN    )  
                                   ) ss  
MILWAUKEE COUNTY     )

Greg Guerard, known to me to be the President of MSF Corporation personally appeared before me this 27 day of May, 2003, and executed or acknowledged to me that he executed the foregoing Assignment on behalf of MSF Corporation and pursuant to authority duly received.

  
Notary Public  
State of Wisconsin  
My Commission expires: 11/27/2005

[Notary Seal]

United States

SCHEDULE A

Trademark	Reg. No. [Appln. No.]	Reg. Date [Filing Date]
BIARRITZ	[78/151,464]	[06 Aug. 2002]
BIARRITZ FASHIONS Stylized	1,349,605	16 July 1985
EXCEL	1,255,371	25 Oct 1983
NORTHERN TRAILS	1,464,708	10 Nov. 1987

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RECORDED: 05/29/2003

TRADEMARK  
REEL: 002659 FRAME: 0392