


Form PTO-1591 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings		RECORDATION FORM COVER SHEET TRADEMARKS ONLY		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): <u>Alexandre London, Inc.</u> <input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <u>Virginia</u> <input type="checkbox"/> Other _____ Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			2. Name and address of receiving party(ies) Name: <u>BMB Menswear Limited</u> Internal Address: <u>Granary Building</u> <u>1 Canal Wharf, Leeds</u> Street Address: _____ <u>West Yorkshire, United Kingdom</u> City: _____ State: _____ Zip: <u>LS11 5BB</u> <input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input checked="" type="checkbox"/> Corporation-State <u>United Kingdom</u> <input type="checkbox"/> Other _____ <small>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</small>		
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ Execution Date: <u>October 23, 2003</u>					
4. Application number(s) or registration number(s): A. Trademark Application No.(s) <u>75/533536</u>			B. Trademark Registration No.(s) Additional number(s) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>Mark H. Tidman, Esq.</u> Internal Address: _____ <u>AREN'T FOX KINTNER PLOTKIN & KAIN, PLLC</u> Street Address: _____ <u>1050 Connecticut Avenue, N.W., 4th Fl.</u> <u>Washington, D.C. 20036</u> City: _____ State: _____ Zip: _____			6. Total number of applications and registrations involved: 1		
			7. Total fee (37 CFR 3.41).....\$ <u>40.00</u> <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account		
			8. Deposit account number: <u>01-2300</u> <small>(Attach duplicate copy of this page if paying by deposit account)</small>		
DO NOT USE THIS SPACE					
9. Statement and signature. <i>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.</i> <u>Mark H. Tidman</u>  <u>October 27, 2003</u> Name of Person Signing Signature Date					
<small>Total number of pages including cover sheet, attachments, and document: 3</small>					

Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patent & Trademarks, Box Assignments
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: ALEXANDRE SAVILE ROW
Serial No. 76/533,536
Applicant: BMB Menswear Limited

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS :

DESIGNATION OF DOMESTIC REPRESENTATIVE

Mark H. Tidman, Esq., whose post office address is Arent Fox Kintner Plotkin & Kahn, PLLC, 1050 Connecticut Avenue, N.W., Washington, D.C. 20036-5339 (202-715-8432), is hereby designated Applicant's representative upon whom notice or process in proceedings affecting the mark may be served.

BMB Menswear Limited

Date: October 27, 2003

By: 
Mark H. Tidman
Counsel for Applicant

ASSIGNMENT

WHEREAS, Alexandre London, Inc. ("Assignor"), a Virginia corporation, having an address of 300 East Main Street, Suite 1400, Norfolk, Virginia 23510, is the owner of all right, title and interest in and to the ALEXANDRE SAVILE ROW trademark (U.S. Trademark Serial No. 76/533,536);

WHEREAS, BMB Menswear Limited, a corporation of the United Kingdom, having an address of Granary Building, 1 Canal Wharf, Leeds, LS11 5BB, West Yorkshire, United Kingdom, is desirous of acquiring all right, title and interest in and to said trademark and the application therefor, together with the goodwill of the business associated with the trademark and the assets associated with the trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to said trademark and the application therefor, together with the goodwill of the business symbolized by the trademark.

Alexandre London, Inc.

By 

Printed Name: Charles W. Best, III

Title Secretary

Date 10/23/03