

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LFI Sportswear, Inc.	Lifeforms International, Inc.	01/01/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	Big Dog Holdings, Inc.
Street Address:	121 Gray Avenue
City:	Santa Barbara
State/Country:	CALIFORNIA
Postal Code:	93101
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark
Registration Number:	2164772	ANIMAL CROSSING
Registration Number:	1907872	ANIMAL XING
Registration Number:	1843710	ANIMAL X-ING
Registration Number:	1859189	BOO-KU
Registration Number:	1878244	COSMOOSE
Registration Number:	1858189	DINOFORMS
Registration Number:	2151078	DOG EAT DOG
Registration Number:	1867684	EATICUS ANYTHINGUS
Registration Number:	1871956	FIT FOR SURVIVAL
Registration Number:	1910157	IT'S A JUNGLE OUT THERE
Registration Number:	1855246	JUNGLE PATROL
Registration Number:	1710157	LIFEFORMS
Registration Number:	2201356	LIFEFORMS
Registration Number:	1863243	LIFEFORMS
Registration Number:	1899930	LIFEFORMS INTERNATIONAL

OP \$540.00 2164772

Registration Number:	1630930	LIFEFORMS NATUREWEAR
Registration Number:	1884164	LIFEFORMS NATUREWEAR
Registration Number:	1893667	SPORTS ANIMAL
Registration Number:	1866433	TEAM FROG
Registration Number:	1589017	TEAM SHRED
Registration Number:	1887978	UNTAMED

CORRESPONDENCE DATA

Fax Number: (805)962-9460
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (805) 963-8727 x 121
Email: shirleya@bigdogs.com
Correspondent Name: Anthony J. Wall
Address Line 1: 121 Gray Avenue
Address Line 4: Santa Barbara, CALIFORNIA 93101

ATTORNEY DOCKET NUMBER:	LFI SPORTSWEAR ASSIGNMENT
NAME OF SUBMITTER:	Shirley Adams

Total Attachments: 2
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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as January 1, 2004 from LFI Sportswear, Inc. a California corporation having a principal place of business at P.O. Box 1080 Seeley Lake, Montana 59868 ("ASSIGNOR") to Big Dog Holdings, Inc., a Delaware corporation having a principal place of business at 121 Gray Avenue, Santa Barbara, California 93101 ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademarks ("the Marks") as described in Exhibit "A" attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Marks are used ("the Goods & Services"); and

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its rights, titles, and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S rights, titles, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the Goods & Services in respect upon which the Marks are used; (2) all future income, royalties, and damages with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full rights, titles, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment as of the day and year first written above.

LFI Sportswear, Inc.

By: 




Name: Jeff J. Stoeger

Title: President

TRADEMARK

REEL: 002774 FRAME: 0351

Exhibit A

Registered Trademark	Reg. No.	Reg. Date
ANIMAL CROSSING	2,164,772	6/9/98
ANIMAL XING	1,907,872	7/25/95
ANIMAL X-ING	1,843,710	7/5/94
BOO-KU	1,859,189	10/18/94
COSMOOSE	1,878,244	2/7/95
DINOFORMS	1,858,189	10/11/94
DOG EAT DOG	2,151,078	4/14/98
EATICUS ANYTHINGUS	1,867,684	12/13/94
FIT FOR SURVIVAL	1,871,956	1/3/95
IT'S A JUNGLE OUT THERE	1,910,157	8/8/95
JUNGLE PATROL	1,855,246	9/20/94
LIFEFORMS	1,710,157	8/25/92
LIFEFORMS	2,201,356	11/3/98
LIFEFORMS (& design) 	1,863,243	11/15/94
LIFEFORMS INTERNATIONAL (and design) 	1,899,930	6/13/95
LIFEFORMS NATUREWEAR	1,630,930	1/8/91
LIFEFORMS NATUREWEAR (& design) 	1,884,164	3/14/95
SPORTS ANIMAL	1,893,667	5/9/95
TEAM FROG	1,866,433	12/6/94
TEAM SHRED	1,589,017	3/27/90
UNTAMED	1,887,978	4/4/95
Unregistered Trademarks, Tradenames and Service Marks		
LFI		
LFI SPORTSWEAR		