

09-15-2003

HEET
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Docket No.:

1073-000



102550034

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attached original documents or copy thereof.

1. Name of conveying party(ies):
XOXO Clothing Company, Inc.

9.12.03

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

Name: Global Brand Holdings, LLC

Internal Address:

Street Address: 1407 Broadway

City: New York State: NY ZIP: 10018

- Individual(s)
- General Partnership
- Corporation-State **Delaware**
- Other

- Association
- Limited Partnership

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other **New York limited liability company**

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

Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance:

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

Execution Date: July 2, 2003

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

78/056094 75/852374 78/095458
78/027514 78/132394

B. Trademark Registration No.(s)

Additional numbers

Yes No

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

Name: Howard B. Barnaby

Internal Address: Robin Blecker & Daley

Street Address: 330 Madison Avenue

City: New York State: NY ZIP: 10017

6. Total number of applications and registrations involved:.....

5

7. Total fee (37 CFR 3.41):.....\$ 140.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

18-1644

OFFICE OF PUBLIC RECORDS
2003 SEP 12 PM 3:47
FINANCE SECTION

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01 FC:0521 40.00 OP
02 FC:0522 100.00 OP

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.

Howard B. Barnaby

Name of Person Signing

Signature

September 10, 2003

Date

Total number of pages including cover sheet, attachments, and

3

ASSIGNMENT


WHEREAS, XOXO Clothing Company, Incorporated, a Delaware corporation of 1466 Broadway, Seventh Floor, New York, New York 10036 ("Assignor"), has filed in the United States Patent and Trademark Office applications to register the marks shown in Schedule A hereto; and

WHEREAS, Global Brand Holdings, LLC, a New York limited liability company of 1407 Broadway, New York, New York 10018 ("Assignee"), is desirous of acquiring said marks and the applications to register said marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by and associated with the marks and the applications to register said marks.

Dated: July 2, 2003

XOXO Clothing Company, Incorporated

By 
Name: _____
Title:

Schedule A

<u>Mark</u>	<u>Application Serial No.</u>
FRAGILE BY XOXO	78/056094
FRAGILE	75/852374
XOXO	78/095458
XOXO	78/027514
OXXO	78/132394