

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jeffrey Lubell		06/19/2003	INDIVIDUAL:

RECEIVING PARTY DATA	
Name:	Guru Denim, Inc.
Street Address:	201 E. Arena Street
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2761793	TRUE RELIGION BRAND JEANS
Serial Number:	78168436	TRUE RELIGION BRAND JEANS WORLD TOUR FASHION FOR THE SENSES SECTION ROW SEAT

CORRESPONDENCE DATA	
Fax Number:	(213)630-5646
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	213/891-5106
Email:	dlipstone@buchalter.com
Correspondent Name:	Doug Lipstone
Address Line 1:	601 S. Figueroa Street
Address Line 2:	Suite 2400
Address Line 4:	Los Angeles, CALIFORNIA 90017

ATTORNEY DOCKET NUMBER:	G9474-5001
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NAME OF SUBMITTER:	Doug Lipstone
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Total Attachments: 3
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ASSIGNMENT

The undersigned, Jeffrey Lubell, the full post office address of whose principal office or place of business is 1561 8th Street, Manhattan Beach, California, 90266, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby sell, assign and transfer to Guru Denim Inc., a California corporation, the full post office address of whose principal office or place of business is 1561 8th Street, Manhattan Beach, California, 90266, all its right, title and interest in all countries of the world in and to those trade-marks of Jeffrey Lubell listed on Schedule "A" attached hereto, including without limitation the United States and Japanese applications listed on Schedule "A", and all of the goodwill of the business associated with the said trade-marks together with all rights of action resulting from any adverse use of the said trade-marks and the right to claim such relief as is appropriate.

EXECUTED at DATED at Vancouver, British Columbia, this 19 day of June, 2003.

Jeffrey Lubell

By: *Jeffrey Lubell*
 Title: President

SCHEDULE A1. Trade-Marks

TRUE RELIGION

TRUE RELIGION BRAND JEANS

TRUE RELIGION BRAND JEANS. WORLD TOUR FASHION FOR THE SENSES

Horseshoe Logo

2. Applications

Country:	United States
Application No.:	78/168,317
Application Date:	September 26, 2002
Applicant:	Jeffrey Lubell
Trade-mark:	Horseshoe Logo
Goods/Services:	Clothing, namely men's, women's, and children's pants, jeans, shorts, overalls, shirts, t-shirts, blouses, vests, skirts, jackets, coats, sport coats, sweaters, sweatshirts, sweatpants, hats, ties, belts, socks and shoes

Country:	United States
Application No.:	78/146,570
Application Date:	July 23, 2002
Applicant:	Jeffrey Lubell
Trade-mark:	TRUE RELIGION BRAND JEANS
Goods/Services:	men's and women's denim jeans, shirts, jackets, t-shirts, skirts, sweats, tank tops, sweaters

- 2 -

Country:	United States
Application No.:	78/168,436
Application Date:	September 26, 2002
Applicant:	Jeffrey Lubell
Trade-mark:	TRUE RELIGION BRAND JEANS. WORLD TOUR FASHION FOR THE SENSES
Goods/Services:	clothing, namely men's, women's, and children's pants, slacks, trousers, jeans, shorts, overalls, shirts, t-shirts, blouses, vests, skirts, jackets, coats, sport coats, sweaters, sweatshirts, sweatpants, hats, ties, belts, socks and shoes

Country:	Japan
Application No.:	2003-9111
Application Date:	February 7, 2003
Applicant:	Jeffrey Lubell
Trade-mark:	TRUE RELIGION BRAND JEANS and Logo
Goods/Services:	IC 25: Clothing