

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
Blondie Rockwell, Inc.		06/01/2004	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA	
Name:	Blondie and ME, LLC
Street Address:	1 Martin Avenue
City:	South River
State/Country:	NEW JERSEY
Postal Code:	08882
Entity Type:	limited liability company: DELAWARE

PROPERTY NUMBERS Total: 8		
Property Type	Number	Word Mark
Registration Number:	2652841	FETISH CLOTHING
Serial Number:	78112012	FETISH
Serial Number:	78112017	FETISH
Serial Number:	78112010	FETISH
Serial Number:	78112016	FETISH
Serial Number:	76546549	FETISH
Serial Number:	76546548	FETISH
Serial Number:	76546547	FETISH

CORRESPONDENCE DATA	
Fax Number:	(212)798-6915
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212.326.0831
Email:	TLee@pryorcashman.com
Correspondent Name:	Teresa A. Lee
Address Line 1:	410 Park Avenue
Address Line 4:	New York, NEW YORK 10022

CH \$215.00 2652841

ATTORNEY DOCKET NUMBER:

11127.01

NAME OF SUBMITTER:

Moira Shine

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Agreement (hereinafter the "Agreement") is made and entered into effective as of June 1, 2004 (hereinafter the "Effective Date") by and between Blondie Rockwell, Inc. (hereinafter "Blondie"), a corporation organized and existing under the laws of the State of Pennsylvania, with an office at c/o 9255 Sunset Boulevard, Suite #200, Los Angeles, CA 90069, on the one hand, and Blondie and ME, LLC (hereinafter "BME"), a limited liability company organized and existing under the laws of the State of Delaware, with an office at 1 Martin Avenue, South River, NJ 08882, on the other hand.

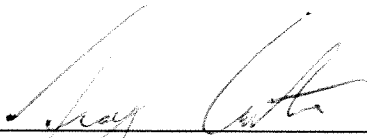
WHEREAS, Blondie owns trademark applications for the marks FETISH and FETISH, *Stylized*, and a registration for FETISH CLOTHING® in the United States, and trademark applications for the mark FETISH in Canada and Japan, as shown in Schedule A attached hereto (hereinafter collectively referred to as the "Marks"); and

WHEREAS, BME wishes to acquire from Blondie all right, title and interest in, to and under the Marks.

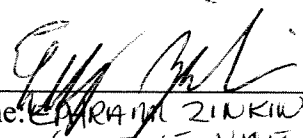
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Blondie hereby assigns, transfers and conveys to BME, its successors, assigns and legal representatives forever, Blondie's entire right, title and interest throughout the world in and to the Marks, together with that part of the goodwill of Blondie's business connected with the use thereof and symbolized thereby, and any and all of Blondie's other rights, privileges and priorities provided under the United States, state or foreign law with respect to the Marks, including, without

limitation, Blondie's common law rights and rights under the laws of unfair competition (hereinafter collectively referred to as the "Transferred Rights"), and any and all of Blondie's rights to obtain renewals, reissues, and extensions for the Marks upon registration of the Marks throughout the world, or other legal protections pertaining to the Transferred Rights.

BLONDIE ROCKWELL, INC.

By: 
Name: T. CARTER
Title: VP

BLONDIE AND ME, LLC

By: 
Name: EPARANI ZINKIW
Title: EXECUTIVE VICE PRESIDENT

SCHEDULE A

<u>Mark and Appl./Reg. No.</u>	<u>Country</u>	<u>Class and Goods Description</u> ¹	<u>Status</u>
FETISH CLOTHING® ² Reg. No. 2,652,841	United States	"Clothing, namely sweat shirts, long sleeve T-shirts, short sleeve T-shirts, belts, jerseys, sweat pants, and motorcycle apparel, namely, pants, jackets, vests, boots, and gloves constructed for motorcycle riding" in cl. 25.	Registered, November 19, 2002
FETISH Appl. Serial No. 78/112,012	United States	Clothing, related accessories and footwear product in cl. 25.	Pending ITU ³ application filed, March 1, 2002
FETISH Appl. Serial No. 78/112,017	United States	Bags and related accessories in cl. 18.	Pending ITU application filed, March 1, 2002
FETISH Appl. Serial No. 78/112,010	United States	"Jewelry and watches" in cl. 14.	Pending ITU application filed, March 1, 2002
FETISH Appl. Serial No. 78/112,016	United States	Eyewear and related accessories in cl. 9.	Pending ITU application filed, March 1, 2002
FETISH, <i>Stylized</i> Appl. Serial No. 76/546,549	United States	Clothing, related accessories and footwear product in cl. 25.	Pending ITU application filed, August 25, 2003
FETISH, <i>Stylized</i> Appl. Serial No. 76/546,548	United States	Bags and related accessories in cl. 18.	Pending ITU application filed, August 25, 2003
FETISH, <i>Stylized</i> Appl. Serial No. 76/546,547	United States	Eyewear and related accessories in cl. 9.	Pending ITU application filed, August 25, 2003
FETISH Appl. Serial No. 1208262	Canada	Clothing and related accessories in cl. 25.	Pending application filed, March 3, 2004
FETISH, <i>Stylized</i> Appl. Serial No. 2004-023608	Japan	"Clothing, garters, socks, suspenders, trouser straps, bands, belts, footwear, masquerade costumes, sports clothing and sports shoes" in cl. 25.	Pending application filed, March 12, 2004

¹ Unless otherwise identified within quotes, the descriptions noted above are general categories and therefore do *not* identify all items covered by the applications in the respective territories.

² Supplemental Registration.

³ Intent-To-Use.