

**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
Cherokee Inc.		11/13/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Mr Stephen Yount Ascher Jr
Street Address:	70 S Lake Avenue
Internal Address:	Suite 630
City:	Pasadena
State/Country:	CALIFORNIA
Postal Code:	91101
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 8		
Property Type	Number	Word Mark
Registration Number:	2416620	KING OF THE BEACH
Registration Number:	2282751	KING OF THE BEACH
Registration Number:	2129094	KING OF THE BEACH
Registration Number:	1627248	KING OF THE BEACH
Serial Number:	75979896	KING OF THE BEACH
Serial Number:	75423156	KING OF THE BEACH
Serial Number:	75255020	KING OF THE BEACH
Serial Number:	73829967	KING OF THE BEACH

CORRESPONDENCE DATA	
Fax Number:	(626)683-0007
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	6266830001
Email:	stephen.ascher@iikonn.com
Correspondent Name:	Stephen Yount Ascher, Jr
Address Line 1:	70 S Lake Avenue

OP \$215.00 2416620

Address Line 2: Suite 630  
Address Line 4: Pasadena, CALIFORNIA 91101

NAME OF SUBMITTER: Stephen Yount Ascher, Jr

Total Attachments: 1  
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**ASSIGNMENT OF TRADEMARKS**

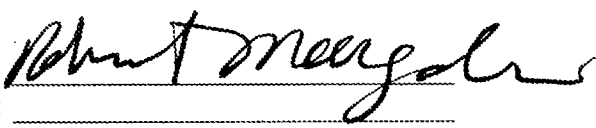
FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, CHEROKEE INC., a Delaware corporation, having its principal office at 6835 Valjean Avenue, Van Nuys, California 91406 U.S.A. ("Assignor"), hereby sells, assigns and transfers to Stephen Yount Ascher, Jr., an individual, having his principal office at 70 South Lake Avenue, Suite 630, Pasadena, California 91101 U.S.A. ("Assignee"), and Assignee hereby accepts from Assignor:

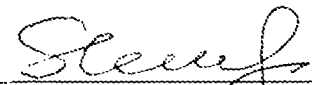
- A. All of Assignor's right, title and interest in and to the KING OF THE BEACH trademarks, service marks, registrations of trademarks and service marks and applications for such registration (hereinafter collectively and individually referred to as the "Trademarks."); and
- B. The goodwill of the business connected with the use of and symbolized by the Trademarks.

IN WITNESS WHEREOF, the undersigned have hereunto set their hands as of this 13<sup>th</sup> day of November, 2003.

CHEROKEE INC.

STEPHEN YOUNT ASCHER, JR.

By:   
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

  
Stephen Yount Ascher, Jr.