

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| 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 |
| Hugo Boss AG | | 10/16/2004 | JOINT STOCK COMPANY: GERMANY |

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| RECEIVING PARTY DATA | |
| Name: | HUGO BOSS Trade Marks Management GmbH & Co. KG |
| Street Address: | Dieselstrasse 12 |
| City: | Metzingen |
| State/Country: | GERMANY |
| Postal Code: | 72555 |
| Entity Type: | LIMITED PARTNERSHIP: GERMANY |

PROPERTY NUMBERS Total: 73

| Property Type | Number | Word Mark |
|----------------------|----------|-------------------------------|
| Serial Number: | 74323654 | BOSS |
| Serial Number: | 75982131 | BOSS |
| Serial Number: | 76286514 | |
| Serial Number: | 76300391 | BOSS HUGO BOSS |
| Serial Number: | 76306954 | |
| Serial Number: | 76343767 | BOSS |
| Serial Number: | 76343768 | BOSS HUGO BOSS |
| Serial Number: | 76435640 | BOSS HUGO BOSS |
| Serial Number: | 76555465 | BHB |
| Serial Number: | 76580575 | HUGO BOSS PRIZE |
| Registration Number: | 1023305 | BOSS |
| Registration Number: | 1373892 | BOSS CREATION HUGO BOSS PARIS |
| Registration Number: | 1429737 | BOSS |
| Registration Number: | 1472180 | BOSS |

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|----------------------|---------|------------------------|
| Registration Number: | 1499728 | HUGO BOSS |
| Registration Number: | 1512402 | BOSS |
| Registration Number: | 1515181 | HUGO BOSS |
| Registration Number: | 1531899 | BOSS HUGO BOSS |
| Registration Number: | 1594225 | HUGO BOSS |
| Registration Number: | 1594226 | BOSS |
| Registration Number: | 1614935 | BOSS HUGO BOSS |
| Registration Number: | 1624938 | HUGO BOSS |
| Registration Number: | 1852434 | HUGO HUGO BOSS |
| Registration Number: | 1853427 | HUGO HUGO BOSS |
| Registration Number: | 1853630 | HUGO HUGO BOSS |
| Registration Number: | 1860740 | HUGO HUGO BOSS |
| Registration Number: | 1864791 | HUGO HUGO BOSS |
| Registration Number: | 1865732 | HUGO HUGO BOSS |
| Registration Number: | 1873861 | HUGO HUGO BOSS |
| Registration Number: | 1891134 | HUGO HUGO BOSS |
| Registration Number: | 1928978 | BALDESSARINI HUGO BOSS |
| Registration Number: | 1933326 | BOSS |
| Registration Number: | 2031802 | HUGO HUGO BOSS |
| Registration Number: | 2242539 | HUGO BOSS |
| Registration Number: | 2256567 | HUGO BOSS |
| Registration Number: | 2303080 | BOSS |
| Registration Number: | 2351223 | HUGO |
| Registration Number: | 2361234 | HUGO |
| Registration Number: | 2386856 | HUGO |
| Registration Number: | 2399198 | BOSS HUGO BOSS |
| Registration Number: | 2401238 | HUGO |
| Registration Number: | 2419483 | HUGO BOSS |
| Registration Number: | 2429018 | BOSS |
| Registration Number: | 2436050 | BOSS |
| Registration Number: | 2447282 | HUGO HUGO BOSS |
| Registration Number: | 2450392 | BALDESSARINI HUGO BOSS |
| Registration Number: | 2459324 | |
| Registration Number: | 2470292 | DARK BLUE |
| Registration Number: | 2508270 | BOSS HUGO BOSS |

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|----------------------|---------|------------------------|
| Registration Number: | 2517600 | BOSS |
| Registration Number: | 2543152 | BOSS |
| Registration Number: | 2560780 | HUGO BOSS GOLF |
| Registration Number: | 2564832 | BOSS HUGO BOSS |
| Registration Number: | 2590289 | BOSS HUGO BOSS |
| Registration Number: | 2654602 | BOSS GOLF |
| Registration Number: | 2695009 | |
| Registration Number: | 2695010 | |
| Registration Number: | 2698987 | BOSS HUGO BOSS |
| Registration Number: | 2712748 | BOSS HUGO BOSS |
| Registration Number: | 2734988 | BOSS HUGO BOSS |
| Registration Number: | 2746219 | HUGO HUGO BOSS |
| Registration Number: | 2760874 | HUGO |
| Registration Number: | 2801445 | BALDESSARINI HUGO BOSS |
| Registration Number: | 2803668 | BALDESSARINI HUGO BOSS |
| Registration Number: | 2804314 | BOSS WOMAN |
| Registration Number: | 2806193 | BALDESSARINI HUGO BOSS |
| Registration Number: | 2824551 | HUGO WOMAN |
| Registration Number: | 2831267 | HUGO |
| Registration Number: | 2833783 | HUGO HUGO BOSS WOMAN |
| Registration Number: | 2835900 | BALDESSARINI HUGO BOSS |
| Registration Number: | 2842196 | BOSS |
| Registration Number: | 2888412 | BOSS HUGO BOSS |
| Registration Number: | 2888794 | DEEP RED |

CORRESPONDENCE DATA

Fax Number: (202)736-1253
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202-775-5100
Email: rosaya@coudert.com
Correspondent Name: Lisa W. Rosaya
Address Line 1: 1627 Eye Street, N.W.
Address Line 2: c/o Coudert Brothers LLP
Address Line 4: Washington, DISTRICT OF COLUMBIA 20006-4007

ATTORNEY DOCKET NUMBER: 32895-03

DOMESTIC REPRESENTATIVE

TRADEMARK
REEL: 002984 FRAME: 0772

Name: Lisa W. Rosaya, Esq.
Address Line 1: 1627 Eye Street, N.W.
Address Line 2: c/o Coudert Brothers LLP
Address Line 4: Washington, DISTRICT OF COLUMBIA 20006-4007

NAME OF SUBMITTER:

Lisa W. Rosaya

Total Attachments: 6

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ASSIGNMENT OF TRADEMARKS

KNOW ALL MEN BY THESE PRESENTS, that the undersigned, HUGO BOSS AG, a German joint stock company having an address at Dieselstrasse 12, Metzingen, Germany, ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from HUGO BOSS Trade Marks Management GmbH & Co. KG, a German limited partnership having an address at Dieselstrasse 12, Metzingen, Germany ("Assignee"), on this 16th day of October 2004, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

the trademarks **BOSS; HUGO BOSS; BOSS HUGO BOSS; HUGO HUGO BOSS; BALDESSARINI HUGO BOSS; BOSS BLACK; BOSS GOLF; BOSS CREATIONS HUGO BOSS PARIS; BOSS GREEN; BOSS ORANGE; BOSS SELECTION; BOSS HUGO BOSS SELECTION; HUGO; BOSS WOMAN; BOSS MAN; HUGO BOSS GOLF; HUGO BOSS PRIZE; HUGO WOMAN; HUGO HUGO BOSS WOMAN** and all service marks, trade names, logos, insignias, designs and other proprietary interests therein or related thereto, including all common law rights therein, in the United States of America, including, without limitation, all registrations and applications for registration in the United States of America therefore or otherwise listed on Exhibit A hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks")

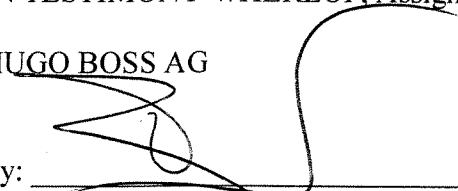
to be held and enjoyed by Assignee, successor to the portion of the business of Assignor to which the Trademarks pertain, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement of the Trademarks, with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors or assigns.


From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

IN TESTIMONY WHEREOF, Assignor has caused these presents to be executed.

HUGO BOSS AG

By:


Name: Dr. Bruno Sälzer
Title: Chief Executive Officer


Jörg-Viggo Müller
Chief Financial Officer

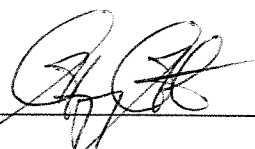
APPOINTMENT OF DOMESTIC REPRESENTATIVE

Owner hereby appoints Pamela T. Church, Eileen C. Visco, and Diane K. Newman, all members of the Bar of the State of New York, and Lisa W. Rosaya, a member of the Bars of New Jersey and the District of Columbia, all of the firm Coudert Brothers LLP, 1627 I Street N.W., Washington, D.C. 20006-4007, phone 202-775-5100, its domestic representative upon whom all notices of process in proceedings affecting the registrations and applications listed in the Schedule of Marks in Exhibit A. Please direct all correspondence and communications to Lisa W. Rosaya, Esq. at 202/736-1817 or Diane K. Newman, Esq. at 202/736-1826.

HUGO BOSS Trade Mark Management GmbH & Co. KG

Date: November 16, 2004

By:


Name: Wolfgang Mertl

Title: Managing Director


Name: Gabriele Pfszter

Title: Managing Director

**EXHIBIT A TO
ASSIGNMENT OF TRADEMARKS**

SCHEDULE OF U.S. TRADEMARKS
Applications/Registrations

| TRADEMARKS | REG. NO. APP. NO. | GOODS (INTERNATIONAL CLASS(ES)) | COUNTRY/ STATE |
|---|------------------------------|--|---------------------------|
| BOSS | 75/982,131 | 28 | USA |
| HUGO BOSS PRIZE | 76/580,575 | 41 | USA |
| BHB LOGO DESIGN | 76/555,465 | 9, 14, 18, 25 | USA |
| BOSS HUGO BOSS (Stylized) | 76/435,640 | 14, 25, 35 | USA |
| BOSS HUGO BOSS and Design (Orange Label) | 76/343,768 | 3 and 25 | USA |
| BOSS | 76/343,767 | 25 | USA |
| BOSS | 74/323,654 | 14, 16, 18, 22, 25, 28 | USA |
| WING & STRAIGHT LINE DESIGN | 76/306,954 | 25 | USA |
| BOSS HUGO BOSS | 76/300,391 | 9 and 28 | USA |
| WING STITCHED DESIGN | 76/286,514 | 25 | USA |
| BOSS | 1,023,305 | 25 | USA |
| BOSS CREATION HUGO BOSS PARIS and Design | 1,373,892 | 25 | USA |
| BOSS | 1,429,737 | 3 | USA |
| BOSS | 1,472,180 | 14 | USA |
| HUGO BOSS | 1,499,728 | 28 | USA |
| BOSS | 1,512,402 | 9 | USA |
| HUGO BOSS | 1,515,181 | 9 | USA |
| BOSS HUGO BOSS | 1,531,899 | 14 and 25 | USA |

| TRADEMARKS | REG. NO. APP. NO. | GOODS (INTERNATIONAL CLASS(ES)) | COUNTRY/ STATE |
|--------------------------------------|----------------------|---------------------------------------|-------------------|
| HUGO BOSS | 1,594,225 | 18 | USA |
| BOSS | 1,594,226 | 18 | USA |
| BOSS HUGO BOSS | 1,614,935 | 25 | USA |
| HUGO BOSS | 1,624,938 | 25 | USA |
| HUGO HUGO BOSS (Stylized) | 1,852,434 | 24 | USA |
| HUGO HUGO BOSS (Stylized) | 1,853,427 | 3 | USA |
| HUGO HUGO BOSS (Stylized) | 1,853,630 | 16 | USA |
| HUGO HUGO BOSS (Stylized) | 1,860,740 | 9 | USA |
| HUGO HUGO BOSS (Stylized) | 1,864,791 | 28 | USA |
| HUGO HUGO BOSS (Stylized) | 1,865,732 | 14 | USA |
| HUGO HUGO BOSS (Stylized) | 1,873,861 | 18 | USA |
| HUGO HUGO BOSS (Stylized) | 1,891,134 | 25 | USA |
| BALDESSARINI HUGO BOSS (Stylized) | 1,928,978 | 25 | USA |
| BOSS | 1,933,326 | 28 | USA |
| HUGO HUGO BOSS (Stylized) | 2,031,802 | 16 | USA |
| HUGO BOSS | 2,242,539 | 25 | USA |
| HUGO BOSS | 2,256,567 | 35 | USA |
| BOSS | 2,303,080 | 25 | USA |
| HUGO | 2,351,223 | 9 | USA |
| HUGO | 2,361,234 | 25 | USA |
| HUGO | 2,386,856 | 18 | USA |
| BOSS HUGO BOSS (Stylized) | 2,399,198 | 3 | USA |

| TRADEMARKS | REG. NO. APP. NO. | GOODS (INTERNATIONAL CLASS(ES)) | COUNTRY/ STATE |
|--|----------------------|---------------------------------------|-------------------|
| HUGO | 2,401,238 | 28 | USA |
| HUGO BOSS | 2,419,483 | 16 | USA |
| BOSS | 2,429,018 | 25 | USA |
| BOSS | 2,436,050 | 35 | USA |
| HUGO HUGO BOSS (Stylized) | 2,447,282 | 25 | USA |
| BALDESSARINI HUGO BOSS (Stylized) | 2,450,392 | 25 | USA |
| V & STRAIGHT LINE STITCHING DESIGN | 2,459,324 | 25 | USA |
| DARK BLUE | 2,470,292 | 3 | USA |
| BOSS HUGO BOSS | 2,508,270 | 35 | USA |
| BOSS | 2,517,600 | 21, 24, 25 | USA |
| BOSS | 2,543,152 | 24 | USA |
| HUGO BOSS GOLF | 2,560,780 | 9, 14, 18, 25, 28 | USA |
| BOSS HUGO BOSS (Stylized) | 2,564,832 | 25 | USA |
| BOSS HUGO BOSS (Stylized) | 2,590,289 | 25 | USA |
| BOSS GOLF | 2,654,602 | 25 | USA |
| LOCATION OF ORANGE LABEL AND STITCHING DESIGN | 2,695,009 | 25 | USA |
| ORANGE LABEL AND STITCHING DESIGN | 2,695,010 | 25 | USA |
| BOSS HUGO BOSS (Stylized) | 2,698,987 | 25 | USA |
| BOSS HUGO BOSS (Stylized) | 2,712,748 | 25 | USA |
| BOSS HUGO BOSS | 2,734,988 | 16 | USA |
| HUGO HUGO BOSS | 2,746,219 | 35 | USA |

| TRADEMARKS | REG. NO. APP. NO. | GOODS (INTERNATIONAL CLASS(ES)) | COUNTRY/ STATE |
|---------------------------------------|----------------------|---------------------------------------|-------------------|
| HUGO | 2,760,874 | 35 | USA |
| BALDESSARINI HUGO BOSS* | 2,801,445 | 3 | USA |
| BALDESSARINI HUGO BOSS (Stylized)* | 2,803,668 | 3 | USA |
| BOSS WOMAN | 2,804,314 | 3, 9, 18, 25 | USA |
| BALDESSARINI HUGO BOSS (Stylized) | 2,806,193 | 3, 9, 14, 16, 18, 20, 24, 35 | USA |
| HUGO WOMAN | 2,824,551 | 9, 14, 18, 25, 28 | USA |
| HUGO | 2,831,267 | 23, 24, 26 | USA |
| HUGO HUGO BOSS WOMAN and Design | 2,833,783 | 25 | USA |
| BALDESSARINI HUGO BOSS (Stylized) | 2,835,900 | 28 | USA |
| BOSS | 2,842,196 | 23, 24, 26 | USA |
| BOSS HUGO BOSS (Stylized) | 2,888,412 | 24 | USA |
| DEEP RED | 2,888,794 | 3 | USA |