

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	The record of Reg. No. 2,271,431 should be corrected to delete the previously recorded assignment which mentioned its number in error.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Lucky Brand Dungarees, Inc.		09/01/1999	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Lucky Brand Dungarees, Inc.
Street Address:	4599 District Boulevard
City:	Vernon
State/Country:	CALIFORNIA
Postal Code:	90058
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2271432	THE LUCKY BRAND FOUNDATION MAKING A DIFFERENCE NOW

CORRESPONDENCE DATA

Fax Number: (212)949-1690
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-697-3750
 Email: dbk@kirschsteinlaw.com
 Correspondent Name: David B. Kirschstein
 Address Line 1: 489 Fifth Avenue, 17th Floor
 Address Line 4: New York, NEW YORK 10017-6105

NAME OF SUBMITTER:	David B. Kirschstein
Signature:	/David B. Kirschstein/
Date:	03/17/2005

CH \$40.00 2271432

Total Attachments: 3

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ASSIGNMENT

WHEREAS, LUCKY BRAND DUNGAREES, INC., a corporation organized and existing under the laws of the State of California, located and doing business at 4599 District Boulevard, Vernon, California 90058, has adopted the trademarks shown in the attached Exhibit A which have been registered and applied for in the United States Patent and Trademark Office; and

WHEREAS, LUCKY BRAND DUNGAREES, INC., a corporation organized and existing under the laws of the State of Delaware, located and doing business at 4599 District Boulevard, Vernon, California 90058, is desirous of acquiring said marks, the registrations thereof and applications therefor;

NOW, THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said LUCKY BRAND DUNGAREES, INC. does hereby assign unto the said LUCKY BRAND DUNGAREES, INC. all right, title and interest in and to the said marks together with the good will of the business symbolized by said marks, the registrations thereof and the applications therefor.

Dated: September 1, 1999

LUCKY BRAND DUNGAREES, INC.

BY 

Name: Roberta S. Karp

Title: Secretary

Sworn to and subscribed
before me this 12th day
of July, 2000.


Notary Public

JANET C. SWEETMAN-KIEFTE
NOTARY PUBLIC OF NEW JERSEY
COUNTY OF PASSAIC
My Commission Expires Dec. 17, 2001

Applications

<u>Trademark</u>	<u>Ser. No.</u>	<u>Fil. Dt.</u>
TRIPLE XXX DUNGAREES	75/977,048	5/18/92
LUCKY BRAND DUNGAREES	75/030,041	12/ 8/95
Four Leaf Clover Design	75/117,085	6/11/96
Pocket Stitching Design	75/137,067	7/22/96
LUCKY BRAND	75/977,217	10/17/96
LUCKY BRAND HOME	75/183,066	10/17/96
LUCKY BRAND HOME	75/183,068	10/17/96
LUCKY BRAND	75/977,217	10/17/96
LUCKY KING	75/238,637	2/10/97
HOLY THRIFT	75/250,677	3/ 3/97
LUCKY BRAND	75/271,746	4/ 9/97
TRIPLE XXX DUNGAREES	75/302,294	6/ 2/97
A BRAND	75/316,804	6/30/97
HOT PINK	75/334,895	8/ 4/97
NO ASSEMBLY REQUIRED	75/417,500	1/13/98
LUCKYVILLE	75/450,494	3/16/98
LUCKY ME	75/450,495	3/16/98
Four Leaf Clover Design	75/540,597	8/21/98
LUCKY BRAND KIDS	75/542,825	8/26/98
LUCKY KIDS	75/542,826	8/26/98
LUCKY BRAND KIDS	75/542,827	8/26/98
LUCKY BABY	75/542,834	8/26/98
LUCKY BRAND BABY	75/542,835	8/26/98
LUCKY BOY	75/542,836	8/26/98
LUCKY BRAND BOY	75/542,837	8/26/98
LUCKY GIRL	75/542,838	8/26/98
LUCKY BRAND GIRL	75/542,839	8/26/98
LUCKY KID	75/542,840	8/26/98
LUCKYVILLE	75/543,878	8/27/98
LUCKYVILLE	75/543,879	8/27/98
BE LUCKY	75/804,855	9/21/99

EXHIBIT A

Registrations

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Dt.</u>
LUCKY BRAND	1,646,123	5/28/91
LUCKY YOU	1,739,962	12/15/92
LUCKY YOU	1,886,118	3/28/95
OLD AMERICAN DUNGAREES	1,917,317	9/ 5/95
Design of Label on Fly Front	2,050,091	4/ 8/97
LUCKY WASH	2,099,756	9/23/97
Design of 4 Leaf Clover on Zipper	2,113,726	11/18/97
Design of 4 Leaf Clover on Pocket	2,129,881	1/20/98
LUCKY BRAND DUNGAREES OF AMERICA TOO TOUGH TO DIE	2,158,107	5/19/98
LUCKY BRAND T-SHIRTS ONE SIZE FITS HIM	2,174,252	7/21/98
LUCKY BRAND ONE SIZE FITS HER T-SHIRTS	2,176,036	7/28/98
LUCKY BRAND FOUNDATION MAKING A DIFFERENCE NOW	2,271,431	8/24/99 2,271,432
BE LUCKY	2,306,327	1/ 4/00
LUCKY YOU	2,306,342	1/ 4/00
TRIPLE XXX DUNGAREES	2,319,618	2/15/00
LUCKY BRAND	2,330,052	3/14/00