

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Oasis stores Limited		12/27/2005	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	U.O.D., Inc.		
Street Address:	300 Delaware Avenue		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1491196	ODILE LANCON	
CORRESPONDENCE DATA			
Fax Number:	(215)988-2757		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-988-2938		
Email:	William.Lehane@dbr.com		
Correspondent Name:	William J. Lehane		
Address Line 1:	One Logan Square, 18th & Cherry Streets		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
NAME OF SUBMITTER:	William J. Lehane		
Signature:	/William J. Lehane/		
Date:	01/20/2006		

OP \$40.00 1491196

Total Attachments: 1

900040271

**TRADEMARK
 REEL: 003231 FRAME: 0263**

ASSIGNMENT OF TRADEMARK

OASIS STORES LIMITED ("Assignor"), a corporation formed under the laws of England and Wales with an address at 69-77 Paul Street, London EC2A 4PN, United Kingdom, has rights in and to the mark ODILE LANÇON (the "Mark") in the United States of America, including U.S. Registration No. 1,491,196 (the "Registration");

U.O.D., Inc. ("Assignee") is a Delaware corporation with an address at 300 Delaware Avenue, Delaware 19801-1622; and

Assignee is desirous of acquiring Assignor's rights in and to the Mark in the United States of America, including the Registration, and the goodwill of the business symbolized by the Mark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, Assignor hereby sells, assigns and transfers to Assignee all Assignor's right, title and interest in and to the Mark in the United States of America, including the Registration, all rights of action arising from the Mark, all claims for damages by reason of past, present and future infringement or other violation of the Mark in the United States of America and the right to sue and collect damages for such infringement or violation, and the goodwill of the business symbolized by the Mark, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

Dated: September 27, 2005

OASIS STORES LIMITED

By M. Lustman
Name: Margaret Eve Lustman
Title: Group Strategy & Development Director