

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Fortune Casuals, LLC		02/21/2006	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Premium Denim, LLC
Street Address:	10119 Jefferson Blvd.
City:	Culver City
State/Country:	CALIFORNIA
Postal Code:	90232
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Serial Number:	78541094	CITY OF ANGELS
Serial Number:	78447520	PAIGE
Serial Number:	78447492	PAIGE
Serial Number:	78447486	PAIGE
Serial Number:	78448016	PAIGE COUTURE
Serial Number:	78448010	PAIGE COUTURE
Serial Number:	78447993	PAIGE COUTURE
Serial Number:	78447984	PAIGE COUTURE
Serial Number:	78689565	PAIGE PREMIUM DENIM
Serial Number:	78689522	PAIGE PREMIUM DENIM
Serial Number:	78689507	PAIGE PREMIUM DENIM
Serial Number:	78506684	PAIGE PREMIUM
Serial Number:	78453619	PPD

OP \$365.00 78541094

Serial Number:

78448029

PAIGE PREMIUM DENIM

CORRESPONDENCE DATA

Fax Number: (805)962-9460

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 805963-8727x1218

Email: shirleya@bigdogs.com

Correspondent Name: Shirley Adams

Address Line 1: 121 Gray Avenue

Address Line 2: Legal Department

Address Line 4: Santa Barbara, CALIFORNIA 93101

ATTORNEY DOCKET NUMBER:

PAIGE TM ASSIGNMENTS

NAME OF SUBMITTER:

Shirley Adams

Signature:

/Shirley Adams/

Date:

02/23/2006

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as February 21, 2006 from Fortune Casuals, LLC a Delaware LLC having a principal place of business at 10119 Jefferson Blvd, Culver City, California 90232 ("ASSIGNOR") to Premium Denim, LLC a California corporation having a principal place of business at 10119 Jefferson Blvd, Culver City, California 90232 ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademarks ("the Marks") as described in Exhibit "A" attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Marks are used ("the Goods & Services"); and

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its rights, titles, and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S rights, titles, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the Goods & Services in respect upon which the Marks are used; (2) all future income, royalties, and damages with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full rights, titles, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment as of the day and year first written above.

Fortune Casuals, LLC

By: 

Name: Michael Geller

Title: Executive Vice President

Fortune Casuals to Premium Denim Trademark Assignment

EXHIBIT A

Mark	Country	App. Number	Reg. Number	Class(es)
City of Angels	U.S.	78/541,094		25
Paige	Australia	1018471	1018471	25
Paige	Canada	1,229,816		25
Paige	China	4273733		25
Paige	E.C.	004023487		25 & 18
Paige	Hong Kong	300279180	300279180	25
Paige	Japan	2004-82139	4,854,661	25
Paige	Mexico	676024		25
Paige	Singapore	T04/18994C	T04/18994C	25
Paige	So. Africa	2004115819		25
Paige	Taiwan	093051146	1164329	25
Paige	U.S.	78/447,520		14
Paige	U.S.	78/447,492		18
Paige	U.S.	78/447,486		25
Paige Couture	U.S.	78/448,016		18
Paige Couture	U.S.	78/448,010		25
Paige Couture	U.S.	78/447,993		14
Paige Couture	U.S.	78/447,984		16
Paige Premium Denim	U.S.	78/689,565		18
Paige Premium Denim	U.S.	78/689,522		16
Paige Premium Denim	U.S.	78/689,507		14
Paige Premium Denim	U.S.	78/448,029		25
Paige Premium Denim & Design	Japan	2005-3195	4,908,908	25
Paige Premium Denim & Design	U.S.	78/506,684		25
PPD	U.S.	78/453,619		14, 16, 18, 25