

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
J.C. PENNEY CORPORATION, INC.		01/23/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	CAW COWIE, INC.		
Street Address:	80 FIFTH AVENUE, SUITE 1004		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2440911	C2	
CORRESPONDENCE DATA			
Fax Number:	(914)723-4301		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	glandau@lsllp.com		
Correspondent Name:	GEOFFREY I. LANDAU		
Address Line 1:	LACKENBACH SIEGEL, LLP		
Address Line 2:	ONE CHASE ROAD		
Address Line 4:	SCARSDALE, NEW YORK 10583		
NAME OF SUBMITTER:	GEOFFREY I. LANDAU		
Signature:	/gil/		
Date:	02/27/2006		

CH \$40.00 2440911

Total Attachments: 3

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EXHIBIT B
ASSIGNMENT

WHEREAS, J.C. PENNEY CORPORATION, INC.

("ASSIGNOR"), a Delaware corporation with offices at 6501 Legacy Drive, Plano, Texas 75024-3698, is the owner of all right, title and interest in and to the below listed trademark which has been filed and/or registered at the United States Patent and Trademark Office, particulars of which are as follows:

<u>Trademark</u>	<u>Registration No.</u>
C ² and Design	2,440,911

(hereinafter referred to as the "Mark");

WHEREAS, CAW COWIE, INC. d/b/a COLIN COWIE

LIFESTYLE, ("ASSIGNEE"), a California corporation with offices at 80 Fifth Avenue, Suite 1004, New York, New York 10011, is desirous of acquiring the aforesaid Mark, together with the goodwill of the business symbolized by the Mark;

WHEREAS, by agreement ASSIGNEE received the entire right, title, and interest in and to the aforesaid Mark, together with the goodwill of the business symbolized thereby; and

WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office recording title in and to the aforesaid Mark in the name of **ASSIGNEE**

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said **ASSIGNOR** hereby acknowledges and confirms its prior said transfer, and does hereby sell, assign, and transfer unto said **ASSIGNEE** all rights, title and interest in and to said Mark, including the applications and registrations thereof and the Certificates of Registration duly and legally issued therefore, and any and all renewals thereof for the Mark, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behoof, and for the use and behoof of its successors, assigns, or legal representatives and the right to defend the Marks and the applications and registrations thereof.

ASSIGNOR REPRESENTS AND WARRANTS that it has the full right, power and authority to make this assignment, and that it has not granted and will not grant any assignment or other encumbrance of the Mark to any third party.

JC PENNY CORPORATION, INC. As ASSIGNOR

BY: 

NAME: DEBORAH EVANS

TITLE: V.P., Product Development Director

DATE: 1/23/06