

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Revah Holdings, Inc.		08/18/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	California Denim, LLC		
Street Address:	1501 South Rio Vista Avenue		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90023		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78753713	BORN IN CALIFORNIA	
Serial Number:	78440025	J&COMPANY	
CORRESPONDENCE DATA			
Fax Number:	(213)630-5728		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	213-891-5011		
Email:	jhawke@buchalter.com		
Correspondent Name:	Jody Hawke		
Address Line 1:	1000 Wilshire Boulevard, Suite 1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017-2457		
ATTORNEY DOCKET NUMBER:	C0518-0001		
NAME OF SUBMITTER:	Jody Hawke		
Signature:	/Jody Hawke/		
Date:	09/06/2006		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, REVAH HOLDINGS, INC., a Delaware corporation ("ASSIGNOR"), located and doing business at 1501 South Rio Vista Avenue, Los Angeles California 90023, is the owner of all right, title and interest in and to the trademarks and the corresponding U.S. trademark applications, identified with greater particularity in Schedule A, which is incorporated herein by reference and made a part hereof, along with the associated goodwill of the business and the portions of the business to which the trademarks pertain, which business is ongoing and existing (collectively, the "MARKS");

WHEREAS, CALIFORNIA DENIM, LLC. ("ASSIGNEE"), a California limited liability company located and doing business at 1501 South Rio Vista Avenue, Los Angeles California 90023, is desirous of acquiring the MARKS, the associated goodwill and the portions of the business to which the MARKS pertain;

NOW, THEREFORE, in exchange for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns unto ASSIGNEE all of its right, title and interest in and to the MARKS, including all rights in the trade dress and packaging relating thereto, and any other rights which ASSIGNOR may have acquired with respect thereto pursuant to assignment, common law or any other law, together with the goodwill of the business symbolized by the MARKS and the portions of the business to which the trademarks pertain and which are ongoing and existing.

This Assignment is executed this 18th day of August, 2006.

REVAH HOLDINGS, INC.

By: [Signature]
Haim Revah, Chief Executive Officer

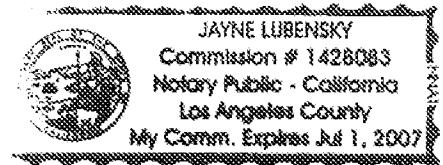
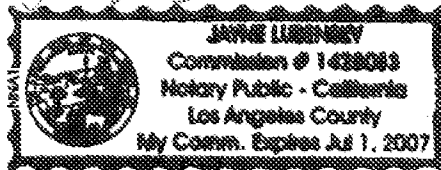
State of California)
) ss.
County of Los Angeles)

On August 18, 2006 before me, (here insert name and title of the officer), personally appeared HAIM REVAH personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature [Signature]

(Seal)



My Comm. Expires Jul 1, 2003
Los Angeles County
Notary Public - California
Commission # 1438083



My Comm. Expires Jul 1, 2003
Los Angeles County
Notary Public - California
Commission # 1438083
JAMES LUBERTSKY



SCHEDULE A

MARK

**U.S. Serial Number/
Registration Number**

BORN IN CALIFORNIA

78753713

J&COMPANY

78440025