

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
L.C. Licensing, Inc.		09/21/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Lucky Brand Dungarees, Inc.		
Street Address:	5233 Alcoa Avenue		
City:	Vernon		
State/Country:	CALIFORNIA		
Postal Code:	90058		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78972420	LUCKY NUMBER 6 LUCKY	
CORRESPONDENCE DATA			
Fax Number:	(201)295-7851		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	201-295-7296		
Email:	maria_rocha@liz.com		
Correspondent Name:	Gene Bolmarcich		
Address Line 1:	One Claiborne Avenue		
Address Line 4:	North Bergen, NEW JERSEY 07047		
NAME OF SUBMITTER:	Gene Bolmarcich		
Signature:	/gb/		
Date:	09/22/2006		
Total Attachments: 1			
source=Lucky Number 6 Lucky#page1.tif			

CH \$40.00 78972420

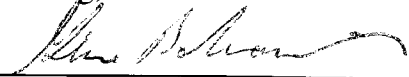
ASSIGNMENT

WHEREAS, L.C. Licensing, Inc., a Delaware corporation, located at 1441 Broadway, New York, New York 10018 (“Assignor”), is the owner of United States pending application Serial No. 78972420 (the “Application”) for the mark Lucky Number 6 Lucky (the “Mark”), filed on September 12, 2006 in International Class 3; and

WHEREAS, Lucky Brand Dungarees, Inc., a Delaware corporation, located at 5233 Alcoa Avenue, Vernon, California 90058 (“Assignee”), is desirous of acquiring all title, right and interest in and to said Mark and Application, together with the good will of the business and confirmation of the same;

NOW, THEREFORE, Assignor, for consideration the sufficiency of which is acknowledged by the parties, does hereby, without reservation assign unto Assignee, and confirm assignment unto Assignee all right, title and interest in and to the Mark and Application, together with the good will appurtenant thereto.

L.C. Licensing, Inc.

By: 

Gene Bolmarcich

Title: _____
IP Counsel

Date: September 21, 2006