

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
HELLY HANSEN (U.S.) INC.		09/27/2006	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	HELLY HANSEN ASA		
Street Address:	SOLGAARD SKOG 139		
City:	1599 MOSS		
State/Country:	NORWAY		
Entity Type:	CORPORATION: NORWAY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1428476	LIFA	
Registration Number:	1697632	SEA GEAR	
CORRESPONDENCE DATA			
Fax Number:	(703)739-9577		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-739-4900		
Email:	btaylor@stites.com		
Correspondent Name:	BREWSTER TAYLOR		
Address Line 1:	1199 NORTH FAIRFAX STREET		
Address Line 2:	SUITE 900		
Address Line 4:	ALEXANDRIA, VIRGINIA 22314-1437		
ATTORNEY DOCKET NUMBER:	G000000584		
DOMESTIC REPRESENTATIVE			
Name:	Brewster Taylor		
Address Line 1:	1199 NORTH FAIRFAX STREET		

OP \$65.00 1428476

Address Line 2: SUITE 900
Address Line 4: ALEXANDRIA, VIRGINIA 22314-1437

NAME OF SUBMITTER:	Brewster Taylor
Signature:	/BT/
Date:	10/05/2006

Total Attachments: 3
source=ASSIGNMENT#page1.tif
source=LIFA#page1.tif
source=SEA_GEAR#page1.tif

TRADEMARK ASSIGNMENT

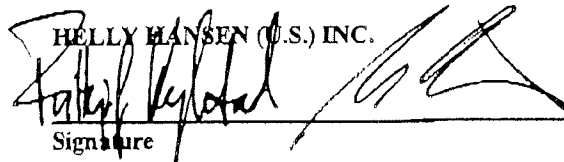
WHEREAS, HELLY HANSEN (U.S.) INC., a corporation of WASHINGTON with principal offices located at 3326 160th AVENUE SE, BELLEVUE, WASHINGTON 98008, has adopted, used and is using the marks which are registered in the United States Patent and Trademark Office as follows:

<u>Mark</u>	<u>Reg. No.</u>	<u>Issued</u>	<u>Goods/Services</u>
LIFA plus design	1,428,476	2/10/87	Underwear and sports garments, namely, shirts, shorts, pants, sweaters, lingerie, socks, hats, gloves, tights and shoes.
SEA GEAR	1,697,632	6/30/92	Clothing, namely, weather resistant jackets and pants, suits, sweaters, shirts, jackets, vests and caps.

WHEREAS, HELLY HANSEN ASA, a corporation of NORWAY with principal offices located at SOLGAARD SKOG 139, 1599 MOSS, NORWAY, is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said HELLY HANSEN (U.S.) INC., does hereby assign unto the said HELLY HANSEN ASA, all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks, and the above identified registrations thereof, and together with all rights of action, claims for damages, profits and costs, and all other demands for any sum or sums of money whatsoever which it has or may have either at law or in equity, against any and all persons, firms, corporations or associations by reason of any infringement upon said marks.

IN WITNESS WHEREOF, the undersigned has executed this assignment by its duly authorized officer and its seal affixed hereto as of this 27 day of ~~August~~^{September}, 2006.

HELLY HANSEN (U.S.) INC.


Frithjof Kylstad

Stig A. Aune

Print Name

Sen. Vice Pres.

Sen. Vice Pres.

HR and Legal

Global Operations

Print Title

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Registration of)	
)	ATTENTION:
HELLY HANSEN ASA)	
)	POST REGISTRATION
Registration No. 1,428,476)	
)	BOX - 5
Issued: FEBRUARY 10, 1987)	
)	
Mark: LIFA plus design)	

POWER OF ATTORNEY

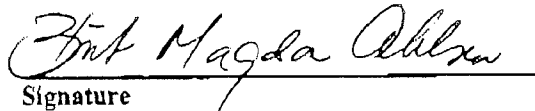
Registrant hereby revokes all previous Powers of Attorney and hereby appoints Brewster Taylor, Jack A. Wheat, Joel T. Beres, John W. Scruton, Alexandra T. MacKay, J. Randolph Michels, Jennifer L. Kovalcik, Marvin Petry, Ross F. Hunt, Jr., Douglas E. Jackson, William E. Jackson, B. Aaron Schulman, Stephen J. Weyer, David W. Nagle, Jr., Hannah Cassidy, Mandy V. Wilson, and Donald Andersen, attorneys at law, of STITES & HARBISON, PLLC, with offices at 1199 North Fairfax Street, Suite 900, Alexandria, Virginia 22314, its attorneys to transact all business in the Patent and Trademark Office in connection therewith.

DESIGNATION OF DOMESTIC REPRESENTATIVE

STITES & HARBISON, PLLC, which has a postal address of 1199 North Fairfax Street, Suite 900, Alexandria, Virginia 22314, United States of America, is hereby designated Registrant's representative upon whom Notices or process in proceedings affecting the mark may be served.

HELLY HANSEN ASA

Moss, Norway 27 Sept. 2006
Date


Signature

Brit Magda Ahlsen
Print Name

Administration Secretary
Print Title

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Registration of)	
)	ATTENTION:
HELLY HANSEN ASA)	
)	POST REGISTRATION
Registration No. 1,697,632)	
)	BOX - 5
Issued: JUNE 30, 1992)	
)	
Mark: SEA GEAR)	

POWER OF ATTORNEY

Registrant hereby revokes all previous Powers of Attorney and hereby appoints Brewster Taylor, Jack A. Wheat, Joel T. Beres, John W. Scruton, Alexandra T. MacKay, J. Randolph Michels, Jennifer L. Kovalcik, Marvin Petry, Ross F. Hunt, Jr., Douglas E. Jackson, William E. Jackson, B. Aaron Schulman, Stephen J. Weyer, David W. Nagle, Jr., Hannah Cassidy, Mandy V. Wilson, and Donald Andersen, attorneys at law, of STITES & HARBISON, PLLC, with offices at 1199 North Fairfax Street, Suite 900, Alexandria, Virginia 22314, its attorneys to transact all business in the Patent and Trademark Office in connection therewith.

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Administration Secretary
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