

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT |
| EFFECTIVE DATE: | 06/19/2003 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|----------------|----------|----------------|---------------------------|
| Jeffrey Lubell | | 08/14/2006 | INDIVIDUAL: UNITED STATES |

RECEIVING PARTY DATA

| | |
|-----------------|-------------------------|
| Name: | Guru Denim Inc. |
| Street Address: | 1525 Rio Vista Avenue |
| City: | Los Angeles |
| State/Country: | CALIFORNIA |
| Postal Code: | 90023 |
| Entity Type: | CORPORATION: CALIFORNIA |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------|----------|-----------|
| Serial Number: | 78168317 | |

CORRESPONDENCE DATA

Fax Number: (626)577-8800
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (626) 795-9900
 Email: pto@cph.com
 Correspondent Name: Christie, Parker & Hale
 Address Line 1: P.O. Box 7068
 Address Line 4: Pasadena, CALIFORNIA 91109-7068

| | |
|-------------------------|-------------------------|
| ATTORNEY DOCKET NUMBER: | 58626/C620 |
| NAME OF SUBMITTER: | Michael J. MacDermott |
| Signature: | /Michael J. MacDermott/ |

CH \$40.00 78168317

Date:

11/13/2006

Total Attachments: 2

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NUNC PRO TUNC ASSIGNMENT

WHEREAS, Jeffrey Lubell, an individual and citizen of the United States of America, whose business address is 1525 Rio Vista Avenue, Los Angeles, California (the "Assignor"), was heretofore the owner of the "U" Design mark which is the subject of Application Serial No. 78/168,317, filed September 26, 2002, for registration with the United States Patent and Trademark Office;

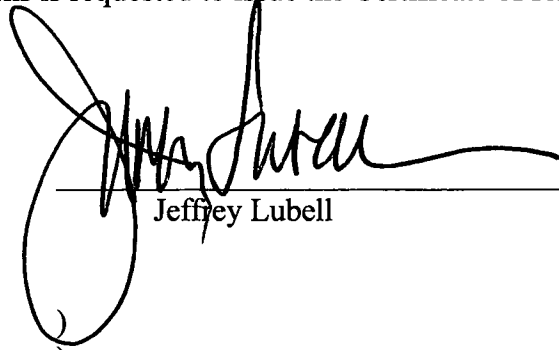
WHEREAS, on June 19, 2003, Assignor did assign to Guru Denim Inc., a California corporation, whose address is 1525 Rio Vista Avenue, Los Angeles, California 90023 (the "Assignee"), all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark and the application for registration of said mark;

WHEREAS Assignor is desirous of obtaining an assignment in a form suitable for recordation with the United States Patent and Trademark Office;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby ratify and affirm, as of June 19, 2003, its assignment unto Assignee of all right, title and interest in and to the "U" Design mark of Serial No. 78/168,317, together with the goodwill of the business symbolized by the mark and the application for registration as to which Assignor has not yet filed an allegation of use under Sections 1(c) or (d) of the Trademark Act, and Assignor hereby ratifies and confirms the assignment of the mark as part of the entire business or portion thereof to which the mark pertains as required by Title 15 United States Code, Section 1060.

The Director of Trademarks is requested to issue the Certificate of Registration to Assignee.

Date: August 14, 2006



Jeffrey Lubell

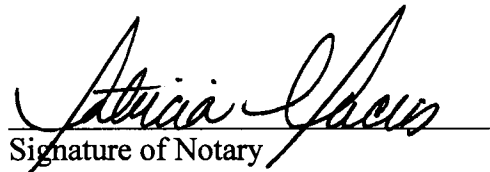
STATE OF CALIFORNIA)
) ss.
COUNTY OF LOS ANGELES)

On August 14th, 2006, before me Patricia Macias, Notary

Public, personally appeared Jeffrey Lubell, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity on behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.





Signature of Notary

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