

12-08-2006

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/20)



U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

103346404
TRADEMARKS ONLY

2006 DEC -7 AM 10:55

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents primary address(es) below.

12.7.06

1. Name of conveying party(ies):

Rock Jeans, Inc.

- Individual(s)
- General Partnership
- Corporation- State: California
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) November 30, 2006

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: California Denim Factory, Inc.

Internal

Address: 1101 E. 14th Street

Street Address: _____

City: Los Angeles

State: CA

Country: USA Zip: 90015

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other _____

Citizenship _____
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

3026469

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):
DENIM ROCK

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: California Denim Factory, Inc.

Internal Address: _____

Street Address: 1101 E. 14th Street

City: Los Angeles

State: CA Zip: 90015

Phone Number: (213) 627-6000

Fax Number: (213) 627-6007

Email Address: _____

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Signature

November 30, 2006

Date

12/07/2006 DEBYRNE 00000131 3026469

DANIEL CHO, Chief Financial Officer

40.00.00
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 003445 FRAME: 0352

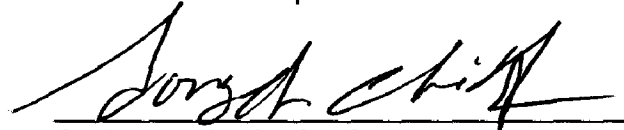
ASSIGNMENT OF TRADEMARK/TRADENAME

WHEREAS, Rock Jeans, Inc. of 1132 S. Crocker Street, Los Angeles, California 90021 has used and is using "DENIM ROCK," which is registered (Registration Number: 3026469), and dated December 13, 2005;

WHEREAS, California Denim Factory, Inc. of 1101 E. 14th Street, Los Angeles, California 90015 is desirous of acquiring said registered trademark/tradename;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Rock Jeans, Inc. does hereby assign to California Denim Factory, Inc. all rights, title and interest in and the trademark/tradename goodwill of the business symbolized thereby.

ROCK JEANS, INC.,
a California corporation

A handwritten signature in black ink, appearing to read "Song Hwan Choi", written over a horizontal line.

SONG HWAN CHOI,
Its authorized person

Dated: November 30, 2006

LAW OFFICES OF
STEVEN C. KIM & ASSOCIATES

A PROFESSIONAL LAW CORPORATION

THE WILSHIRE COLONNADE

3701 WILSHIRE BOULEVARD, SUITE 1040

LOS ANGELES, CALIFORNIA 90010

AREA CODE 213

TELEPHONE 365-7007

FACSIMILE 365-7001

REFER TO FILE

11430.1

061204USPATO.cc1

December 4, 2006

Mail Stop Assignment Recordation Services
Director of the USPTO
P.O. Box 1450
Alexandria, Virginia 22313-1450

re: "DENIM ROCK"
Trademark Registration No. 3026469

Dear Sir or Madam:

This office is legal counsel to California Denim Factory, Inc.

Enclosed please find a Cover Sheet and Assignment of Trademark/Tradenname in connection with the above-referenced trademark. Also, enclosed please find a check in the sum of \$40.00 for the recording fee involved herewith.

Thank you for your anticipated prompt attention to this matter. If you have any questions, please feel free to contact me.

Very truly yours,

STEVEN C. KIM & ASSOCIATES



S. CALVIN MYUNG

SCM/gc

Enclosure

RECORDED: 12/07/2006

TRADEMARK
REEL: 003445 FRAME: 0354