

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
LAMB-GRS, LLC		12/01/2006	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	Harajuku Lovers, LLC
Street Address:	450 N. Roxbury Drive
Internal Address:	c/o Goldring, Hertz & Lichtenstein, L.L.P.
City:	Beverly Hills
State/Country:	CALIFORNIA
Postal Code:	90210-4222
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Serial Number:	78544140	HARAJUKU LOVERS
Serial Number:	78544170	HARAJUKU LOVERS
Serial Number:	78544289	HARAJUKU LOVERS
Serial Number:	78550260	HARAJUKU LOVERS

CORRESPONDENCE DATA

Fax Number: (310)914-5843
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 3103124000
 Email: ctappa@manatt.com
 Correspondent Name: Jill M. Pietrini, Esq.
 Address Line 1: 11355 W. Olympic Boulevard
 Address Line 2: Manatt, Phelps & Phillips, LLP
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CH \$115.00 78544140

ATTORNEY DOCKET NUMBER:	24680-030
NAME OF SUBMITTER:	Jill M. Pietrini
Signature:	//jmp//
Date:	12/21/2006
Total Attachments: 2 source=Harajuku#page1.tif source=Harajuku#page2.tif	

**ASSIGNMENT OF TRADEMARK AND
THE UNITED STATES APPLICATIONS THEREOF**

This assignment is made by and between LAMB-GRS, LLC, a California limited liability company, having a principal place of business at c/o Goldring, Hertz, Lichtenstein & Haft, LLP, 450 N. Roxbury Drive, Los Angeles, California (hereinafter "L.A.M.B."), and Harajuku Lovers, LLC, a California limited liability company, having its principal place of business at c/o Goldring, Hertz, Lichtenstein & Haft, LLP, 450 N. Roxbury Drive, Los Angeles, California (hereinafter "Assignee").

WHEREAS, L.A.M.B. is an ongoing and existing business, has filed four applications to register the mark HARAJUKU LOVERS based on L.A.M.B.'s intent to use the mark for the goods identified in the applications (hereinafter the "Mark" and "Applications", respectively), has an intent to use the Mark for all of the goods identified in the Applications, and has used the Mark for some of the goods identified in certain Applications, listed below:

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
HARAJUKU LOVERS	78/544,140	January 7, 2005
HARAJUKU LOVERS	78/544,170	January 7, 2005
HARAJUKU LOVERS	78/544,289	January 7, 2005
HARAJUKU LOVERS	78/550,260	January 19, 2005

L.A.M.B. has not yet filed amendments to allege use under 15 U.S.C. § 1051(b)(1)(c) or statements of use under 15 U.S.C. § 1051(b)(1)(d) with respect to the goods identified in the Applications.


WHEREAS, L.A.M.B. is assigning the Mark and the Applications to Assignee as part of the portion of the business to which the Mark pertains as required by 15 U.S.C. § 1060.

WHEREAS, Assignee, the successor of the ongoing and existing portion of the business of the L.A.M.B. to which the Mark pertains, is desirous of acquiring the Mark and the Applications, including the goodwill associated with the ongoing and existing business, the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, L.A.M.B. hereby assigns to Assignee all right, title and interest in and to the Mark and the Applications, together with the goodwill of the business symbolized by the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

Signed at Beverly Hills, California, effective this 1st day of December, 2006.

LAMB-GRS, LLC


Gwen Stefani, Manager

State of California }
 }
County of Los Angeles }

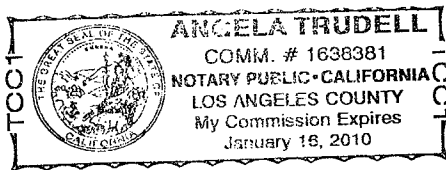
ss:

On this 1st day of December, 2006, before me Angela Trudell, a Notary Public, personally appeared Gwen Stefani,

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 she executed the same in his authorized capacity and that by her signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Angela Trudell
Notary Public

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