

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| BHPC Marketing, Inc. | | 01/05/2007 | CORPORATION: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | American Heritage Apparel, LLC | | |
| Street Address: | 27129 Calle Arroyo | | |
| Internal Address: | Suite 1821 | | |
| City: | San Juan Capistrano | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 92675 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78816516 | PANILOLO | |
| Serial Number: | 78828566 | PANILOLO | |
| Serial Number: | 78828590 | PANIOLA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (310)820-5988 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 310-207-3800 | | |
| Email: | tm_filings@bstz.com, lori_kozak@bstz.com, amie_park@bstz.com | | |
| Correspondent Name: | Lori Stockton Kozak | | |
| Address Line 1: | 12400 Wilshire Boulevard | | |
| Address Line 2: | Seventh Floor | | |
| Address Line 4: | Los Angeles, CALIFORNIA 90025 | | |
| ATTORNEY DOCKET NUMBER: | 9360.T034-T036 | | |

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|--------------------------------------------------|-----------------------|
| NAME OF SUBMITTER: | Lori Stockton Kozak |
| Signature: | /Lori Stockton Kozak/ |
| Date: | 01/08/2007 |
| Total Attachments: 1 source=BHPC001#page1.tif | |

Assignment of Trademarks

WHEREAS, BHPC Marketing, Inc., a California corporation with an address of 27129 Calle Arroyo, Suite 1821, San Juan Capistrano, California 92675 (hereinafter "Assignor"), is the record title owner of the marks and applications shown in the attached Exhibit A (hereinafter referred to as "the Trademarks"); and

WHEREAS, American Heritage Apparel, LLC, a California limited liability company with an address of 27129 Calle Arroyo, Suite 1821, San Juan Capistrano, California 92675 (hereinafter "Assignee"), is desirous of acquiring said marks and the above-referenced applications for federal registration thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the said marks, together with the entire good will of the business symbolized by the marks, the above identified applications for federal registration thereof, including the right to sue for past infringements.

Date: 01/05/2007

BHPC MARKETING, INC.

By: 

Name: DON GARRISON

Title: PRESIDENT

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