

01-18-2007

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



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

1. Name of conveying party(ies):

Selfish, Inc.

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

Citizenship (see guidelines)

Additional names of conveying parties attached?  Yes  No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Topia Casual, Inc.

Internal

Address:

Street Address: 1140 E. Pico Blvd.

City: Los Angeles

State: CA

Country: USA Zip: 90021

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship California
- 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)

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

Execution Date(s)

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

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)

2594677

Additional sheet(s) attached?  Yes  No

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

IT'S ALL ABOUT ME

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

Name: Chung E. Kang, Esq.

Internal Address: Law Offices of  
Chung E. Kang

Street Address: 3435 Wilshire Blvd.  
Suite 2400

City: Los Angeles

State: CA Zip: 90010

Phone Number: (213) 386-0365

Fax Number: (213) 480-1028

Email Address: KangLaw2002@Yahoo.com

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

Date

Chung E. Kang

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 4

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

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TRADEMARK  
REEL: 003467 FRAME: 0392

# TRADEMARK ASSIGNMENT

WHEREAS, Selfish Jeans, Inc., a California corporation, with its principal place of business at 2831 Haddington Drive, Los Angeles, California 90064 ("Assignor), has adopted, owns and is using the Mark "IT'S ALL ABOUT ME" ("the Mark") in connection with the following goods and/or services:

Clothing, namely, shorts, pants, shirts, tank tops, jerseys, sweaters, jackets, coats, windsuits, warm-up suits, pajamas, sleep wear, bath robes, socks, underwear, boxer shorts, headwear, hats, caps, beanies, visors, headbands, gloves, unitards, leggings, bra tops, neckties, bandannas, footwear, namely, athletic shoes, boots for sports, kids shoes


WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein, Registration No. 2594677, registered on 07/16/2002; and

WHEREAS, Topia Casual, Inc., a California corporation, with its principal place of business at 1140 E. Pico Blvd., Los Angeles, California 90021 ("Assignee"), desires to acquire the Mark and the above-referenced Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with any goodwill of the business symbolized by the Mark, and the registration thereof.

Assignor

Selfish Jeans, Inc., a California corporation

  
By Michael Weiner, President

Dated effective as of December 28, 2006

STATE OF CALIFORNIA )  
 ) ss.  
County of Los Angeles )

On Dec 28 2006 before me, Judy A. LAYLAND, Notary Public, personally appeared Michael Weiner 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 upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Judy A. Layland  
Notary Public