

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Plaid Enterprises, Inc.		11/17/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Newport News Holdings Corporation		
Street Address:	711 Third Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76648487	JEAN.E.OLOGY	
CORRESPONDENCE DATA			
Fax Number:	(212)972-5487		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2126872770		
Email:	llieberman@cplplaw.com		
Correspondent Name:	Lance J. Lieberman		
Address Line 1:	551 Fifth Avenue		
Address Line 2:	Suite 1210		
Address Line 4:	New York, NEW YORK 10176		
ATTORNEY DOCKET NUMBER:	5516-70		
NAME OF SUBMITTER:	Lance J. Lieberman		
Signature:	/lance j. lieberman/		
Date:	02/09/2007		

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Total Attachments: 1
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Exhibit A

ASSIGNMENT OF TRADEMARK

WHEREAS, PLAID ENTERPRISES, INC., a corporation of the State of Delaware having a place of business at 3225 Westech Drive, Norcross, Georgia 30092 (hereinafter "ASSIGNOR"), is the owner of all right, title and interest in and to the trademark "jean.e.ology" (the "Trademark") which is the subject of pending U.S. Trademark Application No. 76/648,487, filed October 14, 2005, and is the owner of all right, title and interest in and to the said U.S. Trademark Application No. 76/648,487; and

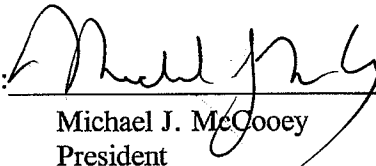
WHEREAS, NEWPORT NEWS HOLDINGS CORPORATION., a corporation of the State of Delaware having a place of business at 711 Third Avenue, New York, New York 10017 (hereinafter "ASSIGNEE"), is desirous of acquiring from ASSIGNOR the said Trademark and the said U.S. Trademark Application No. 76/648,487;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR does hereby sell, assign and transfer over unto the said ASSIGNEE all of its right, title and interest in and to the said Trademark, together with the good will of the business symbolized by the said Trademark and the right to sue for past infringements thereof, and in and to the said U.S. Trademark Application No. 76/648,487.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized representative.

PLAID ENTERPRISES, INC.

Dated: November 17, 2006

By: 

Michael J. McCoey
President