

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
FORTUNE CASUALS LLC		07/29/2005	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	FAME JEANS INC.		
Street Address:	6650 Cote de Liesse		
City:	St. Laurent, Quebec H4T 1E3		
State/Country:	CANADA		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1412456	TOO SHY!	
Registration Number:	2968794	TOO SHY	
CORRESPONDENCE DATA			
Fax Number:	(215)979-1020		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-979-1282		
Email:	Lfgould@duanemorris.com		
Correspondent Name:	LEWIS F. GOULD, JR.		
Address Line 1:	30 SOUTH 17TH STREET		
Address Line 4:	PHILADELPHIA, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	D4858-0052/53		
DOMESTIC REPRESENTATIVE			
Name:	LEWIS F. GOULD, JR.		
Address Line 1:	30 SOUTH 17TH STREET		
Address Line 4:	PHILADELPHIA, PENNSYLVANIA 19103		

CH \$65.00 1412456

NAME OF SUBMITTER:	LEWIS F. GOULD, JR.
Signature:	/LFG/
Date:	02/12/2007
Total Attachments: 2 source=TOOSHY01#page1.tif source=TOOSHY02#page1.tif	

ASSIGNMENT

WHEREAS FORTUNE CASUALS LLC, whose full post office address is 10119 Jefferson Blvd., Culver City, California 90232, is the owner of the trade marks as well as the registrations and applications therefor, as listed in Schedule "A" hereto ; and

WHEREAS FAME JEANS INC., whose full post office address is 6650 Côte de Liesse, Montreal, Quebec, H4T 1E3, is desirous of acquiring all rights that **FORTUNE CASUALS LLC** has or may have in and to the registrations and applications therefor, as listed in Schedule "A" hereto;

WHEREAS FAME JEANS INC. hereby appoints MCMILLAN BINCH MENDELSON S.E.N.C., s.r.l., whose full post office address in Canada is 1000 Sherbrooke Street West, 27th Floor, Montreal, Quebec, H3A 3G4, as the firm to whom any notices in respect of the present application may be sent and upon whom service of any proceedings may be given or served with the same effect as if they had been given to or served upon **FAME JEANS INC.**

NOW THEREFORE know all persons by these presents, for good and valuable consideration, the receipt of which is hereby acknowledged, **FORTUNE CASUALS LLC** hereby sells, assigns and transfers to **FAME JEANS INC.** all the right, title and interest that **FORTUNE CASUALS LLC** has or may have in and to the registrations and applications therefor, as listed in Schedule "A" hereto.

EXECUTED AT CULVER CITY, CALIFORNIA, THIS 29 DAY OF JULY, 2005.

FORTUNE CASUALS LLC

PER: 

EXECUTED AT MONTREAL, QUEBEC, THIS 29 DAY OF JULY, 2005.

FAME JEANS INC.

PER: 

**EXHIBIT A
TO TRADEMARK ASSIGNMENT**

	Owner:	Mark	Design (if applic.)	Country	Applic. Serial No. / Registration No.	Applic. Filing Date / Registration Date
1.	Fortune Casuals LLC	TOO SHY! (Stylized)	TOO SHY!	USA	73591129 1412456	04/01/1986 10/07/1986
2.	Fortune Casuals LLC	TOO SHY		USA	78394230 2968794	03/31/2004 07/12/2005
3.	Fortune Casuals LLC	TOO SHY		Australia	1018470	
4.	Fortune Casuals LLC	TOO SHY		Canada	1,213,367	
5.	Fortune Casuals LLC	TOO SHY		China	4273734	
6.	Fortune Casuals LLC	TOO SHY		CTM	004023602	
7.	Fortune Casuals LLC	TOO SHY		Hong Kong	300279171 300279171	
8.	Fortune Casuals LLC	TOO SHY		Japan	2004-82138 4865004	
9.	Fortune Casuals LLC	TOO SHY		Mexico	676023 859179	
10.	Fortune Casuals LLC	TOO SHY		South Africa	2004/15820	