

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/01/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SUPERBA, INC.		12/19/2006	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	PVH SUPERBA/INSIGNIA NECKWEAR, INC.
Street Address:	200 Madison Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 38

Property Type	Number	Word Mark
Registration Number:	1412437	AMERICAN TRADITIONS
Registration Number:	1906596	ANIMAL KINGDOM
Registration Number:	1488041	BUGATTI
Registration Number:	1193659	CASHIANA
Registration Number:	2932123	CITY OF LONDON
Registration Number:	3030860	CITY OF LONDON
Registration Number:	2968559	CITY OF LONDON BY FERRELL REED
Registration Number:	2968580	CITY OF LONDON BY FERRELL REED
Registration Number:	1722068	CITY OF LONDON BY FERRELL REED
Registration Number:	2763803	DL
Registration Number:	0842497	DON LOPER
Registration Number:	2752354	DON LOPER
Registration Number:	2823928	DON LOPER

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Registration Number:	2111371	ESSANTE
Registration Number:	2489185	ESSANTE
Registration Number:	1198016	EUROSILK
Registration Number:	2334579	FERRELL REED
Registration Number:	1722067	FR FERRELL REED
Registration Number:	0644793	INTERNATIONAL COLLECTION
Registration Number:	3143287	MOUNT ROW
Registration Number:	2909264	NOEL
Registration Number:	1472375	NOUVEAU SILK
Registration Number:	1524661	PALATINA
Registration Number:	1482440	PENDULUMS
Registration Number:	1851115	PETER THOMAS
Registration Number:	2053080	RUSTICA
Registration Number:	0830629	SANTEE
Registration Number:	1323355	STRING BEANS
Registration Number:	1573504	STRINGBEANS...PLUS+
Registration Number:	1999812	MERION MEDIA
Registration Number:	0411015	SUGAR AND SPICE
Registration Number:	0068186	SUPERBA
Registration Number:	3137267	TIE TALES
Registration Number:	2483191	VERITAS BY FERRELL REED
Registration Number:	1180321	VIA MANZONI
Registration Number:	2499715	WESTBURY COLLECTION
Serial Number:	78702892	BUGATTI
Serial Number:	77046738	DL

CORRESPONDENCE DATA

Fax Number: (202)530-1055
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202-530-1010
Email: wolsen@fchs.com
Correspondent Name: FITZPATRICK, CELLA, HARPER & SCINTO
Address Line 1: 30 Rockefeller Plaza
Address Line 2: 38th Floor
Address Line 4: New York, NEW YORK 10112-3801

ATTORNEY DOCKET NUMBER: 01781.000000

NAME OF SUBMITTER:	Warren E. Olsen (Reg. No. 27,290)
Signature:	/warreneolsen/
Date:	02/26/2007

Total Attachments: 10

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**WORLDWIDE OMNIBUS ASSIGNMENT OF TRADEMARKS, COPYRIGHTS
AND OTHER INTELLECTUAL PROPERTY**

Dated as of January 1, 2007

WHEREAS, SUPERBA, INC., a corporation organized and existing under the laws of the State of California, having its principal place of business at 1735 South Santa Fe Avenue, Los Angeles, California 90021 (the "Assignor"), is the owner of all right, title and interest to the intellectual property annexed hereto as Schedule A; and

WHEREAS, PVH SUPERBA/INSIGNIA NECKWEAR, INC., a corporation organized and existing under the laws of the State of Delaware, having its principal place of business at 200 Madison Avenue, New York, New York 10016 (the "Assignee"), is desirous of acquiring the intellectual property identified on Schedule A hereto and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor hereby sells, assigns and transfers to the Assignee all right, title and interest, in and to the intellectual property, owned and used by Assignor, identified and described on Schedule A annexed hereto, including: U.S. and Foreign trademark registrations, applications and renewals; trade names; copyrights; trade secrets; trade dress; domain names; letters patent, applications for letters patent and the inventions associated therewith; design patents; and all other means necessary to use such property in connection with the business of the Assignor and the intellectual property scheduled on Schedule A annexed hereto. The Assignor hereby sells, assigns, conveys, transfers, delivers, sets over and vests all intellectual property referenced herein, all common law rights and rights to register, together with the goodwill of the business, and all income, royalties, damages and payments now or hereafter due or payable in respect to the intellectual property, and all causes of action (either in

law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement of the intellectual property and the rights thereto.

The Assignor acknowledges and confirms that the Assignee shall, in any event, be deemed hereunder and in accordance with the terms and conditions of this Worldwide Omnibus Assignment of Trademarks, Copyrights and Other Intellectual Property (this "Omnibus Assignment"), to be the owner of the intellectual property annexed hereto as Schedule A.

Following the execution of this Omnibus Assignment and at the Assignee's reasonable request, the Assignor shall provide the Assignee with whatever reasonable assistance is required in the preparation of all other assignment documents necessary to confirm and effect the assignment and transfer to the Assignee of all of the Assignor's right, title, and interest in all of the Assignor's applications and registrations in those countries as set forth in the annexed Schedule A, and all related goodwill. At the request of the Assignee, the Assignor shall execute, and shall designate a responsible person (as applicable) who shall in the future, timely execute and deliver (following receipt of the payment for the costs thereof) all such assignment documents to the Assignee. Until such time as all of the assignments of the Assignor's intellectual property in all countries as set forth in Schedule A annexed hereto are duly recorded with the responsible government offices, the Assignor acknowledges and confirms that the Assignee shall, in any event, be deemed hereunder and in accordance with the terms and conditions of this Omnibus Assignment, to be the owner of the Assignor's intellectual property identified on Schedule A.

If it shall be necessary to record this Omnibus Assignment, or other confirmatory documentation, or in the event that any of the Assignor's intellectual property shall become due for any maintenance filings or other recordations, the Assignor shall likewise cooperate with the

Assignee's requests and hereby consents and grants to the Assignee the right to take whatever action is necessary, in the Assignee's judgment, and at the Assignee's expense, to maintain and enforce all common law rights, registrations and other filings worldwide. At the Assignee's request and expense, the Assignor shall execute and deliver to the Assignee all such other individual assignments and other documents as may be required to confirm the transfer of the intellectual property in each country, which assignments or other documents shall be in a form recordable in the Patent and Trademark Offices in each specified country.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Assignor has caused this Worldwide Omnibus Assignment of Trademarks, Copyrights and Other Intellectual Property to be signed in its corporate name by its duly authorized officer as of the date first above written.

SUPERBA, INC.

By: Mervyn Mandelbaum
Name: Mervyn Mandelbaum
Title: Chief Executive Officer

PVH SUPERBA/INSIGNIA NECKWEAR, INC.

By: _____
Name: Mark D. Fischer
Title: Vice President and Secretary

STATE OF CALIFORNIA)
)ss.:
COUNTY OF LOS ANGELES)

ACKNOWLEDGMENT

On this 19 day of DECEMBER, ²⁰⁰⁶~~2007~~, before me came Mervyn Mandelbaum, who stated that he is the Chief Executive Officer of SUPERBA, INC. and acknowledged that he executed the above instrument as the act and deed of SUPERBA, INC. with full authority to do so.



Kathleen Stout


Notary Public

IN WITNESS WHEREOF, the Assignor has caused this Worldwide Omnibus Assignment of Trademarks, Copyrights and Other Intellectual Property to be signed in its corporate name by its duly authorized officer as of the date first above written.

SUPERBA, INC.

By: _____
Name: Mervyn Mandelbaum
Title: Chief Executive Officer


PVH SUPERBA/INSIGNIA NECKWEAR, INC.

By: 
Name: Mark D. Fischer
Title: Vice President and Secretary

STATE OF)
)ss.:
COUNTY OF)

ACKNOWLEDGMENT

On this 27th day of December, 2006, before me came Mark D. Fischer, who stated that he is Vice President and Secretary of PVH SUPERBA/INSIGNIA NECKWEAR, INC. and acknowledged that he executed the above instrument as the act and deed of PVH SUPERBA/INSIGNIA NECKWEAR, INC. with full authority to do so.



Notary Public

FREDERICK M. FARKOUH
NOTARY PUBLIC, State of New York
No. 01FA6136467
Qualified in Kings County
Commission Expires November 07 2009

SCHEDULE A

Intellectual Property

TRADEMARK

REEL: 003488 FRAME: 0544

<u>Country</u>	<u>Trademark</u>	<u>App./Reg. No.</u>
USA	AMERICAN TRADITIONS	R 1,412,437
USA	ANIMAL KINGDOM	R 1,906,596
USA	BUGATTI	R 1,488,041
USA	BUGATTI	A 78/702,892
USA	CASHIANA	R 1,193,659
USA	CITY OF LONDON	R 2,932,123
USA	CITY OF LONDON	R 3,030,860
USA	CITY OF LONDON BY FERRELL REED	R 2,968,559
USA	CITY OF LONDON BY FERRELL REED	R 2,968,580
USA	CITY OF LONDON BY FERRELL REED Stylized	R 1,722,068
USA	DL (Stylized)	R 2,763,803
USA	DL (Stylized)	A 77/046,738
USA	DON LOPER	R 842,497
USA	DON LOPER	R 2,752,354
USA	DON LOPER	R 2,823,928
USA	ESSANTE	R 2,111,371
USA	ESSANTE	R 2,489,185
USA	EUROSILK	R 1,198,016
USA	FERRELL REED Stylized	R 2,334,579
USA	FR FERRELL REED Stylized	R 1,722,067
USA	INTERNATIONAL COLLECTION	R 644,793
USA	MOUNT ROW	R 3,143,287
USA	NOEL	R 2,909,264
USA	NOUVEAU SILK	R 1,472,375
USA	PALATINA	R 1,524,661
USA	PENDULUMS	R 1,482,440
USA	PETER THOMAS	R 1,851,115
USA	RUSTICA	R 2,053,080
USA	SANTEE	R 830,629
USA	STRING BEANS	R 1,323,355
USA	STRINGBEANS...PLUS+	R 1,573,504
USA	STUDIO 1735	R 1,999,812
USA	SUGAR & SPICE	R 411,015
USA	SUPERBA	R 68,186
USA	TIE TALES	R 3,137,267
USA	VERITAS BY FERRELL REED	R 2,483,191
USA	VIA MANZONI	R 1,180,321
USA	WESTBURY COLLECTION	R 2,499,715
Australia	AMERICAN TRADITIONS BY SUPERBA	R B598532
Canada	AMERICAN TRADITIONS	R TMA 414572
Canada	CITY OF LONDON BY FERRELL REED	R TMA 656078
Canada	STRING BEANS	R TMA 330360
Canada	SUPERBA	R UCA 018002
Canada	WHITE SHIRT ESSENTIALS	R TMA 610428
European Union	AMERICAN TRADITIONS	R 1,445,733
European Union	AMERICAN TRADITIONS BY SUPERBA	R 560,227
European Union	PETER THOMAS	R 1,095,363
European Union	SUPERBA	R 560,169
France	SUPERBA	R 1443803

<u>Country</u>	<u>Trademark</u>	<u>App./Reg. No.</u>
Germany	AMERICAN TRADITIONS BY SUPERBA	R 1184407
Great Britain	STRING BEANS	R 1207005
Great Britian	AMERICAN TRADITIONS	R 1423841
Guatemala	AMERICAN TRADITIONS	R 84389
Hong Kong	SUPERBA	R B27/1972
Italy	AMERICAN TRADITIONS	R 904302
Japan	AMERICAN TRADITIONS BY SUPERBA	R 2,517,412
Japan	SUPERBA	R 791,716
Korea	AMERICAN TRADITIONS BY SUPERBA	R 287,032
Mexico	AMERICAN TRADITIONS	R 459,415
Mexico	AMERICAN TRADITIONS BY SUPERBA	R 519,823
Mexico	DON LOPER	R 947,182
Mexico	DON LOPER	R 941,228
Mexico	STRING BEANS	R 426,516
Mexico	SUPERBA	R 836,974
Puerto Rico	SUPERBA	R 6750
Russia	AMERICAN TRADITIONS	R 92801
Taiwan	AMERICAN TRADITIONS BY SUPERBA	R 640125