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3/1/2007 10:29:52 PM

PAGE 4/015

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FITZPATRICK, CELLA, HARPER & SCINTO COMPANY:30 ROCKEFELLER PLAZA

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.103/01/2007
900070621

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT																										
NATURE OF CONVEYANCE:	Corrective Assignment to correct the misidentification of STUDIO 1735 as "Reg No. 1999812". The correct identification of STUDIO 1735 is Reg. No. 1999182 previously recorded on Reel 003488 Frame 0534. Assignor(s) hereby confirms the assignment of STUDIO 1735, which is Reg. No. 1999182.																										
CONVEYING PARTY DATA																											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>SUPERBA, INC.</td> <td></td> <td>12/19/2006</td> <td>CORPORATION: CALIFORNIA</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	SUPERBA, INC.		12/19/2006	CORPORATION: CALIFORNIA																
Name	Formerly	Execution Date	Entity Type																								
SUPERBA, INC.		12/19/2006	CORPORATION: CALIFORNIA																								
RECEIVING PARTY DATA																											
<table border="1"> <tbody> <tr> <td>Name:</td> <td colspan="3">PVH SUPERBA/INSIGNIA NECKWEAR, INC.</td> </tr> <tr> <td>Street Address:</td> <td colspan="3">200 Madison Avenue</td> </tr> <tr> <td>City:</td> <td colspan="3">New York</td> </tr> <tr> <td>State/Country:</td> <td colspan="3">NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td colspan="3">10016</td> </tr> <tr> <td>Entity Type:</td> <td colspan="3">CORPORATION: DELAWARE</td> </tr> </tbody> </table>				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		
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: 1																											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>1999182</td> <td>STUDIO 1735</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	1999182	STUDIO 1735																		
Property Type	Number	Word Mark																									
Registration Number:	1999182	STUDIO 1735																									
CORRESPONDENCE DATA																											
Fax Number:	(202)530-1055																										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																											
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 10112-3601																										
ATTORNEY DOCKET NUMBER:	017B1.000000																										
NAME OF SUBMITTER:	Warren E. Olsen Reg. No. 27,290																										

CH \$40.00 1999182

700316500

TRADEMARK
REEL: 003507 FRAME: 0261

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5/015

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:FITZPATRICK, CELLA, HARPER & SCINTO COMPANY:30 ROCKEFELLER PLAZA

Signature:	/warreneolsen/
Date:	03/01/2007
Total Attachments: 10 source=1781.000 Notice of Assignment Recordal 022807#page1.tif source=1781.000 Notice of Assignment Recordal 022807#page2.tif source=1781.000 Notice of Assignment Recordal 022807#page3.tif source=1781.000 Notice of Assignment Recordal 022807#page4.tif source=1781.000 Notice of Assignment Recordal 022807#page5.tif source=1781.000 Notice of Assignment Recordal 022807#page6.tif source=1781.000 Notice of Assignment Recordal 022807#page7.tif source=1781.000 Notice of Assignment Recordal 022807#page8.tif source=1781.000 Notice of Assignment Recordal 022807#page9.tif source=1781.000 Notice of Assignment Recordal 022807#page10.tif	

USPTO 3/1/2007 10:29:52 PM PAGE 6/015 Fax Server
 FITZPATRICK, CELLA, HARPER & SCINTO COMPANY:30 ROCKEFELLER PLAZA

FITZPATRICK, CELLA, HARPER & SCINTO COMPANY:30 ROCKEFELLER PLAZA

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

02/26/2007
 900070333

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:	1906586	ANIMAL KINGDOM
Registration Number:	1488041	BUGATTI
Registration Number:	1193859	CASHIANA
Registration Number:	2832123	CITY OF LONDON
Registration Number:	3030860	CITY OF LONDON
Registration Number:	2868659	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:	0842487	DON LOPER
Registration Number:	2752354	DON LOPER
Registration Number:	2823928	DON LOPER

CH \$965.00 1412437

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FITZPATRICK, CELLA, HARPER & SCINTO COMPANY:30 ROCKEFELLER PLAZA

:FITZPATRICK, CELLA, HARPER & SCINTO COMPANY:30 ROCKEFELLER PLAZA

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:	0544793	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:	1923355	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:	2483181	VERITAS BY FERRELL REED
Registration Number:	1180321	VIA MANZONI
Registration Number:	2499715	WESTBURY COLLECTION
Serial Number:	78702692	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: wolson@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

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3/1/2007 10:29:52 PM PAGE 8/015 Fax Server

FITZPATRICK, CELLA, HARPER & SCINTO COMPANY:30 ROCKEFELLER PLAZA

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3/1/2007 10:29:52 PM PAGE 8/015 Fax Server

:FITZPATRICK, CELLA, HARPER & SCINTO COMPANY:30 ROCKEFELLER PLAZA

NAME OF SUBMITTER:	Warren E. Olsen (Reg. No. 27,290)
Signature:	/warrenolsen/
Date:	02/26/2007
<p>Total Attachments: 10</p> <p>source=01781.000000-PVH Superba-Insignia Neckwear Inc Assignment#page1.tif</p> <p>source=01781.000000-PVH Superba-Insignia Neckwear Inc Assignment#page2.tif</p> <p>source=01781.000000-PVH Superba-Insignia Neckwear Inc Assignment#page3.tif</p> <p>source=01781.000000-PVH Superba-Insignia Neckwear Inc Assignment#page4.tif</p> <p>source=01781.000000-PVH Superba-Insignia Neckwear Inc Assignment#page5.tif</p> <p>source=01781.000000-PVH Superba-Insignia Neckwear Inc Assignment#page6.tif</p> <p>source=01781.000000-PVH Superba-Insignia Neckwear Inc Assignment#page7.tif</p> <p>source=01781.000000-PVH Superba-Insignia Neckwear Inc Assignment#page8.tif</p> <p>source=01781.000000-PVH Superba-Insignia Neckwear Inc Assignment#page9.tif</p> <p>source=01781.000000-PVH Superba-Insignia Neckwear Inc Assignment#page10.tif</p>	

TRADEMARK

REEL: 003507 FRAME: 0265

EXECUTION COPY**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: 
Name: Mervyn Mandelbaum
Title: Chief Executive Officer

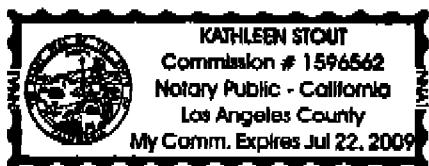
PVH SUPERBA/INSIGNIA NECKWEAR, INC.

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

<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	TIB 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 Britain	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

FITZPATRICK, CELLA, HARPER & SCINTO

1900 K Street NW
Washington, DC 20006-1110
202- 530-1010

Facsimile: 202- 530-1055

WARREN E. OLSEN

Direct 202-721-5448

e-mail: wolsen@fchs.com

<http://www.fitzpatrickcella.com>

Attt: Paula McCray, Examiner
Assignment Services Branch
UNITED STATES PATENT & TRADEMARK OFFICE
PO Box 1450
Alexandria VA 22313-1450

via facsimile: 571-273-0140

18 pages

Corrective Assignment

USPTO Document ID No.: 900070621A

(Our Ref.: 01781.000000)

Dear Ms. McCray:

Please find attached a copy of the corrective assignment Cover Sheet (900070621); a copy of the Omnibus Assignment; a copy of the original new assignment Cover Sheet (900070333) and a copy of the March 1, 2007 Notice of Non-Recordation (900070621A).

Please telephone, if there are any other questions about correctly recording the assignment of STUDIO 1735 (Reg. 1,999,182).

Thank you.

Very truly yours,

FITZPATRICK, CELLA, HARPER & SCINTO

By: 

Warren E. Olsen