

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	03/13/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Blondie and ME, LLC		03/13/2007	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Fetish Trademark Company, LLC
Street Address:	530 Seventh Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2652841	FETISH CLOTHING
Serial Number:	78112012	FETISH
Serial Number:	78112017	FETISH
Serial Number:	78112010	FETISH
Serial Number:	76546549	FETISH
Serial Number:	76546548	FETISH
Serial Number:	76546547	FETISH

CORRESPONDENCE DATA

Fax Number: (212)744-6509
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-472-6262
 Email: arlatifi@tuckerlatifi.com

OP \$190.00 2652841

Correspondent Name: Ali R. Latifi
Address Line 1: 160 East 84th Street
Address Line 2: Suite 5E
Address Line 4: New York, NEW YORK 10028

NAME OF SUBMITTER:	Ali R. Latifi
Signature:	/Ali R. Latifi/
Date:	03/27/2007

Total Attachments: 3
source=Fetish Assignment#page1.tif
source=Fetish Assignment#page2.tif
source=Fetish Assignment#page3.tif

TRADEMARK ASSIGNMENT

This Assignment (hereinafter the "Assignment") is made and entered into effective as of March 13, 2007 (hereinafter the "Effective Date") by and between Blondie and ME, LLC (hereinafter "BME"), a limited liability company organized and existing under the laws of the State of Delaware, with an office at 40 West 23rd Street, New York, NY 10010, on the one hand, and Fetish Trademark Company, LLC (hereinafter "FTC"), a limited liability company organized and existing under the laws of the State of Delaware, with an office at 530 Seventh Avenue, New York, NY 10018, on the other hand.

WHEREAS, BME owns *inter alia* trademark applications and a registration (hereinafter collectively referred to as the "References") for marks embodying the wording FETISH (hereinafter collectively referred to as the "Marks") in the United States (the Marks and References are hereinafter collectively referred to as the "Property") as set forth in Schedule A attached hereto; and


WHEREAS, FTC wishes to acquire from BME all right, title and interest in, to and under the Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, BME hereby assigns, transfers and conveys to FTC, its successors, assigns and legal representatives forever, BME's entire right, title and interest in and to such Property throughout the world in perpetuity, together with the goodwill associated therewith and that part of the BME's business connected with the use thereof and symbolized thereby, and any and all of BME's other

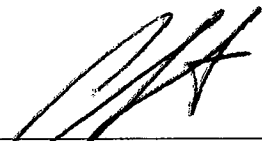


rights, privileges and priorities provided under the United States, state or foreign law with respect to the Property including without limitation BME's common law rights and rights under the laws of unfair competition (hereinafter the "Transferred Rights") and any and all of BME's rights to obtain renewals, reissues, and extensions for such Property upon registration of such Marks or other legal protections pertaining to the Transferred Rights.

BLONDIE AND ME, LLC

By: 
Name: Elliott J. Brown
Title: Senior Vice President and General Counsel

FETISH TRADEMARK COMPANY, LLC

By: 
Name: CHRISTOPHER CARITA
Title: PRESIDENT + CEO

SCHEDULE A

United States

<u>Mark and Appl./Reg. No.</u>	<u>Class and Goods Description¹</u>	<u>Status</u>
FETISH CLOTHING® Reg. No. 2,652,841	"Clothing, namely sweat shirts, long sleeve T-shirts, short sleeve T-shirts, belts, jerseys, sweat pants, and motorcycle apparel, namely, pants, jackets, vests, boots, and gloves constructed for motorcycle riding" in cl. 25.	Registered, November 19, 2002
FETISH Appl. Serial No. 78/112,012	Clothing, related accessories and footwear product in cl. 25.	Filed, March 1, 2002
FETISH Appl. Serial No. 78/112,017	Bags and related accessories in cl. 18.	Filed, March 1, 2002
FETISH Appl. Serial No. 78/112,010	"Jewelry and watches" in cl. 14.	Filed, March 1, 2002
FETISH, <i>Stylized</i> Appl. Serial No. 76/546,549	Clothing, related accessories and footwear product in cl. 25.	Filed, August 25, 2003
FETISH, <i>Stylized</i> Appl. Serial No. 76/546,548	Bags and related accessories in cl. 18.	Filed, August 25, 2003
FETISH, <i>Stylized</i> Appl. Serial No. 76/546,547	Eyewear and related accessories in cl. 9.	Filed, August 25, 2003

¹ Unless otherwise identified within quotes, the descriptions noted above are general categories and therefore do *not* identify all items covered by the applications.