

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
Nautica Apparel, Inc.		04/16/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Martha Stewart Living Omnimedia, Inc.		
Street Address:	11 West 42nd Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2526749	BLUEPRINTS	
CORRESPONDENCE DATA			
Fax Number:	(212)489-8340		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 489-8230		
Email:	schop@dwt.com		
Correspondent Name:	Alexandra Nicholson		
Address Line 1:	1633 Broadway, 27th Floor		
Address Line 2:	Davis Wright Tremaine LLP		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	64238/5 BLUEPRINTS		
NAME OF SUBMITTER:	Alexandra Nicholson		
Signature:	/Alexandra Nicholson/		
Date:	04/27/2007		

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Total Attachments: 1
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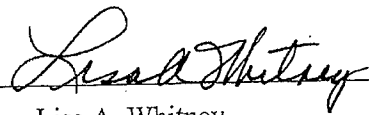
WHEREAS Nautica Apparel, Inc., a corporation with its principal place of business at 40 West 57th Street, New York, New York 10019 ("Assignor"), owns U.S. Trademark Registration No. 2526749 for the mark BLUEPRINTS;

WHEREAS, Martha Stewart Living Omnimedia, Inc., a corporation with its principal place of business at 11 West 42nd Street, New York, New York 10036 ("Assignee"), wishes to acquire the Mark;

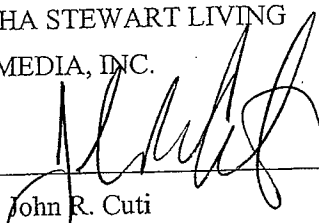
NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the entire right, title and interest in and to the Mark, including without being limited to, the United States registration for the Mark referenced above, together with the good will of Assignor's business in connection with which the Mark is used and which is symbolized by the Mark.

The parties have duly executed this Assignment as of April 16, 2007.

NAUTICA APPAREL, INC.

By: 
Name: Lisa A. Whitney
Title: Secretary and General Counsel

MARTHA STEWART LIVING
OMNIMEDIA, INC.

By: 
Name: John R. Cuti
Title: Secretary and General Counsel