

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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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		04/05/2007	LIMITED LIABILITY COMPANY: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	Fortune Fashions Industries LLC
Street Address:	4700 S. Boyle Avenue
City:	Vernon
State/Country:	CALIFORNIA
Postal Code:	90058
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Serial Number:	73575331	ALABUY
Serial Number:	78313603	DOLL FACE
Serial Number:	74313419	ESTILO
Serial Number:	75689348	ESTILO
Serial Number:	75689656	ESTILO
Serial Number:	73425260	JRS. ONLY!
Serial Number:	76119413	JUDY ANN
Serial Number:	73608279	L.A. DREAMIN'
Serial Number:	74272936	LATTE
Serial Number:	76260450	SONADORA
Serial Number:	73762692	TOLERANCE

**CORRESPONDENCE DATA**

Fax Number: (805)564-8262

**900079373**

**TRADEMARK  
 REEL: 003561 FRAME: 0521**

**OP \$290.00 73575331**

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 805-965-4400  
Email: Kurt@incip.com  
Correspondent Name: Kurt Koenig  
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Address Line 4: Santa Barbara, CALIFORNIA 93101

ATTORNEY DOCKET NUMBER:	2441-100
NAME OF SUBMITTER:	Kurt Koenig
Signature:	/Kurt Koenig/
Date:	06/14/2007

**Total Attachments: 3**  
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**TRADEMARK ASSIGNMENT**

This Assignment ("Assignment") is made effective as of April 5, 2007 ("Effective Date") from **FORTUNE CASUALS LLC**, a California Limited Liability Company with an address of 10119 Jefferson Blvd., Culver City, California 90232 ("ASSIGNOR"), to **FORTUNE FASHIONS INDUSTRIES LLC**, a California Limited Liability Company, with an address of 4700 S. Boyle Avenue, Vernon CA 90058 ("ASSIGNEE");

**WHEREAS**, ASSIGNOR is the owner of the trademarks ("the Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Marks are used; and

**WHEREAS**, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the goods and services in respect upon which the Marks are used; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks. ASSIGNOR hereby appoints ASSIGNEE, with the full power of substitution therein, as its true and lawful attorney-in-fact for the limited purpose of executing such papers and performing such other proper acts as are reasonably necessary to secure to ASSIGNEE, or to its successors or assigns, the rights hereby transferred.

**IN WITNESS WHEREOF**, ASSIGNOR has duly executed and delivered this Assignment, as of the Effective Date.

**FORTUNE CASUALS LLC**

Signed: Fred Kayne

by: FRED KAYNE

its: MEMBER

## **SCHEDULE A**

	Mark	Country	Applic. Serial No. / Registration No.	Applic. Filing Date / Registration Date
1.	DOLL FACE	Canada	1208559	03/01/2004
2.	DOLL FACE	China (PRC)	4273732	09/17/2004
3.	DOLL FACE	CTM	4023644 4023644	12/01/2005
4.	ESTILO	CTM	001,630,805 1630805	04/27/2000 08/19/2002
5.	DOLL FACE	Hong Kong	300279162 300279162	09/02/2004 09/02/2004
6.	DOLL FACE	Japan	2004-082137 4848981	09/06/2004 03/18/2005
7.	DOLL FACE	Mexico	676022 8552805	08/08/2004 09/23/2004
8.	DOLL FACE	South Africa	2004/15821	09/09/2004
9.	ALABUY	USA	73575331 1409522	12/27/1985 09/16/1986
10.	DOLL FACE	USA	78313603 3194867	10/14/2003 01/02/2007
11.	ESTILO	USA	74313419 1822043	09/14/1992 02/15/1994
12.	ESTILO	USA	75689348 2652202	04/23/1999 11/19/2002
13.	ESTILO	USA	75689656 2460245	04/23/1999 06/12/2001
14.	JRS. ONLY!	USA	73425260 1483524	05/10/1983 04/05/1988

## SCHEDULE A

	Mark	Country	Applic. Serial No. / Registration No.	Applic. Filing Date / Registration Date
15.	JUDY ANN	USA	76119413 2976524	08/31/2000 07/26/2005
16.	L.A. DREAMIN'	USA	73608279 1431227	07/07/1986 03/03/1987
17.	LATTE	USA	74272936 1748614	05/06/1992 01/26/1993
18.	SONADORA	USA	76260450 2549966	05/23/2001 03/19/2002
19.	TOLERANCE	USA	73762692 1542681	11/09/1988 06/06/1989