

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
George Rudes		07/05/2007	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	SLL, Inc.		
Street Address:	2416 E. 27th Street		
City:	Vernon		
State/Country:	CALIFORNIA		
Postal Code:	90058		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2818160	NOT YOUR DAUGHTER'S JEANS	
CORRESPONDENCE DATA			
Fax Number:	(310)557-8475		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310.277.2223		
Email:	ptoMailLosAngeles@foley.com		
Correspondent Name:	Jeffrey A. Kobulnick		
Address Line 1:	2029 Century Park East		
Address Line 2:	Suite 3500		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	081774-8206		
NAME OF SUBMITTER:	Jeffrey A. Kobulnick		
Signature:	/Jeffrey A. Kobulnick/		
Date:	07/05/2007		

OP \$40.00 2818160

Total Attachments: 1

source=NOT YOUR DAUGHTER'S JEANS; Assignment Agreement#page1.tif

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment (the "Agreement") dated as of July 5, 2007, by and between George Rudes, an individual with a mailing address at 2416 East 27th Street, Vernon, California 90058 ("Assignor"), and SLL, Inc. a California Corporation with a principal place of business at 2416 East 27th Street, Vernon, California 90058 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark NOT YOUR DAUGHTER'S JEANS, registered with the United States Patent and Trademark Office, Registration No. 2,818,160, for use in connection with clothing, namely jackets, sweaters, vests, sweat shirts, sweat pants, shirts, blouses, t-shirts, pants, jeans, trousers, shorts, skirts and dresses (the "Trademark"); and

WHEREAS, Assignor desires to assign all of its entire right, title and interest in and to the Trademark to Assignee, and Assignee desires to acquire the exclusive right, title and interest in and to the Trademark.

1. Assignor hereby sells and assigns unto the Assignee, its successors and assigns, all right, title and interest in and to the Trademark as Assignor may possess, together with the goodwill of the business symbolized by the Trademark, all common law rights relating thereto, and all rights to bring action on and recover damages for past, present and future claims, demands and causes of action based thereon, if any.

2. Assignor agrees to reasonably assist Assignee, its successors or assigns, to secure Assignee's rights in the Trademark, including but not limited to the execution of any and all documents which Assignee shall deem necessary in order to convey to Assignee, its successors and assigns, all right, title and interest in and to the Trademark.

3. This Agreement shall be binding upon Assignor's heirs, successors and assigns and will be for the benefit of Assignee, its successors and assigns.

IN WITNESS WHEREOF, the undersigned have executed this Agreement effective as of the date above.

ASSIGNOR

GEORGE RUDES
An Individual

By: _____

George Rudes

ASSIGNEE

SLL, Inc.
a California Corporation

By: _____

Lisa Rudes-Sandel, Resident

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