

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
Bradley Collection Limited, The		06/12/2007	COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Bradley Collection, Inc., The		
Street Address:	3455 S. La Cienega Boulevard, Suite A		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90016		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78649736	BRADLEY	
CORRESPONDENCE DATA			
Fax Number:	(801)566-0750		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	801-566-6633		
Email:	murphy@tnw.com		
Correspondent Name:	Peter M. de Jonge		
Address Line 1:	P.O. Box 1219		
Address Line 4:	Sandy, UTAH 84091-1219		
ATTORNEY DOCKET NUMBER:	02196-24757.TM		
NAME OF SUBMITTER:	Peter M. de Jonge		
Signature:	/petermdejonge/		
Date:	07/16/2007		

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Total Attachments: 2

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WHEN RECORDED RETURN TO:
Peter M. de Jonge
THORPE NORTH & WESTERN, LLP
P.O. BOX 1219
SANDY, UTAH 84091-1219

ATTORNEY DOCKET NO. 02196-24757.TM

ASSIGNMENT

WHEREAS, The Bradley Collection Limited, (hereinafter referred to as "ASSIGNOR"), a company duly organized and existing under the laws of Great Britain, having a principal business office at Lion Barn, Maitland Road, Needham Market, Ipswich, United Kingdom, IP6 8NS, is the owner of all right, title, and interest in and to the trademark **BRADLEY** (hereinafter referred to as the "Mark") which is filed with the U.S. Patent and Trademark Office under Serial No. 78/649,736, having a filing date of June 13, 2005 (hereinafter referred to as the "application"); and

WHEREAS, The Bradley Collection, Inc., (hereinafter referred to as "ASSIGNEE"), a corporation duly organized and existing under the laws of the State of California, having a principal business office at 3455 S. La Cienega Boulevard, Suite A, Los Angeles, California, 90016, is desirous of acquiring all right, title and interest in and to the Mark held by ASSIGNOR, and the above-identified application;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark, the above-identified application, and any registrations issuing therefrom, together with the goodwill of the business symbolized by and associated with the Mark.


The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Mark to the ASSIGNEE as the owner of the entire interest of said Mark, for the sole use and benefit of the said ASSIGNEE, its

successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

EFFECTIVE as of this 12th day of JUNE, 2007.

The Bradley Collection Limited



By: P. BRADLEY-WATSON

Title: DIRECTOR