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
Briggs New York, Inc.		02/01/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Kellwood Company
Street Address:	600 Kellwood Parkway
City:	Chesterfield
State/Country:	MISSOURI
Postal Code:	63017
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2853619	PANTOLOGY
Registration Number:	2315201	BRIGGS NEW YORK
Registration Number:	2115691	R. L. RICHARD
Serial Number:	78970523	MIRACLE PANT
Serial Number:	78970520	FOR A THINNER YOU
Serial Number:	78970516	MINIMIZE IT
Serial Number:	78970507	SLENDER FIT
Serial Number:	78440878	SKIRTOLOGY
Serial Number:	78321681	MAXIMO
Serial Number:	77007076	MAGIC PANT
Serial Number:	77000545	FOR A THINNER FIT

CH $290.00 2853619

CORRESPONDENCE DATA

Fax Number: (314)231-4342

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

Email:	kbastunas@senniger.com
Correspondent Name:	Paul Fleischut- Senniger Powers LLP
Address Line 1:	One Metropolitan Square, 16th Floor
Address Line 4:	St. Louis, MISSOURI 63102

ATTORNEY DOCKET NUMBER:	KLD 9837:PIF/KSB
NAME OF SUBMITTER:	Paul I. J. Fleischut
Signature:	/paul fleischut/
Date:	03/27/2008

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, Briggs New York, Inc., a Delaware corporation, with offices at 38 Guest Street, Brighton, Massachusetts 02135, ("Assignor") is the owner of all right, title and interest in and to the trademark registrations and applications set forth on Exhibit A attached hereto and made a part hereof (the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Kellwood Company ("Assignee"), a Delaware corporation, with offices at 600 Kellwood Parkway, Chesterfield, Missouri 63017, desires to acquire all right, title and interest in and to the Trademarks together with the goodwill of the business connected with and symbolized by the Trademarks.

NOW, THEREFORE, in consideration of the sum of One Dollar ($1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee the entire right, title and interest in and to:

> The trademarks, trademark registrations and pending applications thereof, all of which are listed on Exhibit A attached hereto and made a part of this Assignment, together with the full and exclusive benefit thereof, the goodwill of the business associated therewith, and all causes of action, past, present and future for infringement or unfair competition with respect thereto and all licenses relating thereto.

IN WITNESS WHEREOF, this Assignment is made effective this 1st day of February, 2008.

"ASSIGNOR"
BRIGGS NEW YORK, INC.

By: _____
Thomas H. Pollihan
Senior Vice President, Secretary and
General Counsel

STATE OF MISSOURI)
)
COUNTY OF ST. LOUIS)

On this 1st day of February 1, 2008, before me, the undersigned Notary Public, personally appeared Thomas H. Pollihan, known by me to be the person whose name is subscribed to the within instrument and an officer of Briggs New York, Inc., duly authorized to execute this Assignment on behalf of Briggs New York, Inc., and who signed and executed the foregoing instrument on behalf of Briggs New York, Inc.

Given under my hand and seal of office this 1st day of February, 2008.

Thom A Yates
Notary Public

My commission expires:

_____

NOTARY PUBLIC NOTARY SEAL STATE OF MISSOURI

THOM A. YATES
My Commission Expires
December 13, 2008
St. Louis City
Commission #04408065

EXHIBIT A

BRIGGS NEW YORK, INC.
TRADEMARK REGISTRATIONS
UNITED STATES

TRADEMARK	REG. NO.	REG. DATE
PANTOLOGY	2,853,619	06/15/2004
BRIGGS NEW YORK	2,315,201	02/08/2000
R.L. RICHARD	2,115,691	11/25/1997

BRIGGS NEW YORK, INC.
PENDING TRADEMARK APPLICATIONS
UNITED STATES

TRADEMARK	APP. NO.	FILING DATE
MIRACLE PANT	78/970,523	09/08/2006
FOR A THINNER YOU	78/970,520	09/08/2006
MINIMIZE IT	78/970,516	09/08/2006
SLENDER FIT	78/970,507	09/08/2006
SKIRTOLOGY	78/440,878	06/24/2004
MAXIMO	78/321,681	10/31/2003
MAGIC PANT	77/007,076	09/25/2006
FOR A THINNER FIT	77/000,545	09/15/2006