

## 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
Biflex Intimates Group, LLC		02/19/2008	LIMITED LIABILITY COMPANY: DELAWARE

## RECEIVING PARTY DATA

Name:	Montfort Services Sdn. Bhd.
Street Address:	3 Salisbury Road
Internal Address:	Unit 1001, 10th Floor, Star House
City:	Kowloon
State/Country:	HONG KONG
Entity Type:	COMPANY: MALAYSIA

## PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	0268459	BERLEI

## CORRESPONDENCE DATA

Fax Number: (919)834-4564

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

Phone: 919-828-0564

Email: trademarks@parkerpoe.com

Correspondent Name: Parker Poe Adams &amp; Bernstein LLP

Address Line 1: Arthur J. DeBaugh

Address Line 2: 150 Fayetteville Street, Suite 1400

Address Line 4: Raleigh, NORTH CAROLINA 27601

ATTORNEY DOCKET NUMBER:

109136

## DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

900112762

TRADEMARK  
REEL: 003826 FRAME: 0983

OP \$40.00 0268459

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Arthur J. DeBaugh

Signature:

/Arthur J. DeBaugh/

Date:

08/01/2008


Total Attachments: 2

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## EXHIBIT 1

### ASSIGNMENT OF TRADEMARK AND ACCOMPANYING GOODWILL

This ASSIGNMENT OF TRADEMARK AND ACCOMPANYING GOODWILL is made effective as of the 19<sup>th</sup> day of FEBRUARY, 2008 (hereinafter the "Effective Date"), by and between Biflex Intimates Group, LLC and Montfort Services Sdn. Bhd. 

**WHEREAS** Biflex Intimates Group, LLC, a company organized and existing under the laws of the State of Delaware, with an address at 180 Madison Avenue, New York, New York 10016 ("Assignor"), is the owner of the BERLEI trademark and the registrations therefore in certain countries of the world, including but not necessarily limited to the United States of America Registration No. 268459, registered on the Principal Register of Trademarks on March 18, 1930 (hereinafter collectively the "BERLEI Mark"), the goodwill of the business associated therewith and symbolized thereby, and all rights appurtenant thereto, including but not limited to, all common law rights, if any, causes of action, all interests, claims, and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation or other violation thereof, and the right to sue therefor; and

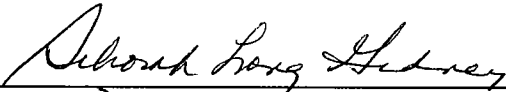
**WHEREAS** Montfort Services Sdn. Bhd., a company organized and existing under the laws of Malaysia, with a place of business at Unit 1001, 10<sup>th</sup> Floor, Star House, 3 Salisbury Road, Kowloon, Hong Kong ("Assignee"), is desirous of acquiring Assignor's rights in the BERLEI Mark, and all goodwill associated therewith and symbolized thereby and all rights appurtenant thereto;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges by its execution below, Assignor assigns, as of the Effective Date, to Assignee all rights, title and interest in and to the BERLEI Mark everywhere in the world that it has such rights, title, or interest, including but not necessarily limited to U.S. Registration No. 268459, together with the goodwill of the business symbolized by the BERLEI Mark and together with any and all interests, claims and rights for damages and profits by reason of any past infringement or unauthorized use of the BERLEI Mark, false designations of origin, unfair competition, deceptive trade practices and/or dilution related to the BERLEI Mark, use of confusingly similar marks or names by others and all other related causes of action and the right to sue therefor.

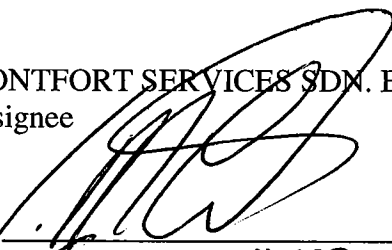
Assignor agrees to perform all reasonable and proper additional acts and to execute any additional documents at the request and expense of Assignee which Assignee may require in order to transfer all of Assignor's rights, title and interest in and to the BERLEI Mark and/or the rights appurtenant thereto to Assignee, its successors or assigns.

IN WITNESS WHEREOF, we have hereto set our hand(s) and seal(s) on the dates set forth below.

BIFLEX INTIMATES GROUP, LLC,  
Assignor

By:   
Name: DEBORAH LONE GEDNEY  
Title: PRESIDENT  
Date: 12/26/07

MONTFORT SERVICES SDN. BHD.,  
Assignee

By:   
Name: CHANTREL M. QUINN  
Title: ITS ATTORNEY  
Date: 19/02/08