

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| Geoffrey Beene, Inc. | | 07/31/2008 | CORPORATION: NEW YORK |

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|-----------------------------|-------------------------------------|
| RECEIVING PARTY DATA | |
| Name: | Geoffrey Beene Brands, LLC |
| Street Address: | 37 West 57th Street |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10019 |
| Entity Type: | LIMITED LIABILITY COMPANY: NEW YORK |

PROPERTY NUMBERS Total: 16

| Property Type | Number | Word Mark |
|----------------------|----------|--|
| Registration Number: | 1148279 | BEENE SPROUTS |
| Registration Number: | 2839963 | GB GEOFFREY BEENE |
| Registration Number: | 2183725 | GEOFFREY BEENE |
| Registration Number: | 1707677 | GEOFFREY BEENE |
| Registration Number: | 1714384 | GEOFFREY BEENE |
| Registration Number: | 1119124 | GEOFFREY BEENE |
| Registration Number: | 1108341 | GEOFFREY BEENE |
| Registration Number: | 899265 | GEOFFREY BEENE |
| Serial Number: | 78913422 | ARE YOU GAME? DOMINO RED COLOGNE BY GEOFFREY BEENE |
| Serial Number: | 78709795 | BEENE BAG |
| Serial Number: | 77028084 | BEENE BAG |
| Serial Number: | 78611878 | DOMINO RED BY GEOFFREY BEENE |
| Serial Number: | 77220655 | GBGB |
| Serial Number: | 77373924 | GBGB |

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|----------------|----------|---------------------------|
| Serial Number: | 77220659 | GEOFFREY BEENE GIVES BACK |
| Serial Number: | 77373928 | GEOFFREY BEENE GIVES BACK |

CORRESPONDENCE DATA

Fax Number: (212)588-0500
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2125880800
Email: docket@flhlaw.com
Correspondent Name: Frommer Lawrence & Haug LLP
Address Line 1: 745 Fifth Avenue
Address Line 4: New York, NEW YORK 10151

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|-------------------------|--------------------------|
| ATTORNEY DOCKET NUMBER: | 454020-6050 |
| NAME OF SUBMITTER: | Marilyn Matthes Brogan |
| Signature: | /marilyn matthes brogan/ |
| Date: | 08/06/2008 |

Total Attachments: 3
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ASSIGNMENT

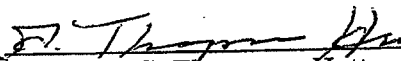
WHEREAS, Geoffrey Beene, Inc. a New York corporation having a place of business at 170 King Street, Chappaqua, New York 10514 ("Assignor"), is the owner of record of the U.S. trademark registrations set forth in Schedule A, and the pending U.S. trademark applications set forth in Schedule B hereto; and

WHEREAS, Geoffrey Beene Brands, LLC, a New York limited liability company having a place of business at 37 West 57th Street, New York, New York 10019 ("Assignee"), is desirous of acquiring the rights to said trademark registrations and pending applications;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor assigns to Assignee all right, title and interest in and to the trademarks set forth in Schedule A and the trademark applications set forth in Schedule B hereto, together with the goodwill of the business symbolized by the marks and the Federal registrations thereof, or, with respect to the pending applications in Schedule B filed pursuant to 15 U.S.C. § 1051(b) for which statements of use have not yet been filed, together with the goodwill, ongoing and existing underlying business, or portion thereof, to which the Assigned Marks pertain and the U.S. applications associated therewith.

Dated: July 31, 2008

GEOFFREY BEENE, INC.

By: 
Name: G. Thompson Hutton
Title: President and CEO

SCHEDULE A

| TRADEMARK | REGISTRATION NO. | REGISTRATION DATE |
|----------------------------|-------------------------|--------------------------|
| BEENE SPROUTS | 1,148,279 | March 10, 1981 |
| GB GEOFFREY BEENE & Design | 2,839,963 | May 11, 2004 |
| GEOFFREY BEENE | 2,183,725 | August 25, 1998 |
| GEOFFREY BEENE | 1,707,677 | August 18, 1992 |
| GEOFFREY BEENE | 1,714,384 | September 8, 1992 |
| GEOFFREY BEENE | 1,119,124 | May 29, 1979 |
| GEOFFREY BEENE | 1,108,341 | December 12, 1978 |
| GEOFFREY BEENE | 899,265 | September 22, 1970 |

SCHEDULE B

| TRADEMARK | APPLICATION NO. | FILING DATE |
|---|------------------------|--------------------|
| ARE YOU GAME? DOMINO RED COLOGNE BY GEOFFREY BEENE | 78/913,422 | June 21, 2006 |
| BEENE BAG | 78/709,795 | September 9, 2005 |
| BEENE BAG | 77/028,084 | October 24, 2006 |
| DOMINO RED BY GEOFFREY BEENE | 78/611,878 | April 19, 2005 |
| GBGB stylized | 77/220,655 | July 2, 2007 |
| GBGB stylized | 77/373,924 | January 17, 2008 |
| GEOFFREY BEENE GIVES BACK | 77/220,659 | July 2, 2007 |
| GEOFFREY BEENE GIVES BACK | 77/373,928 | January 17, 2008 |