

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
SLL, Inc.		09/16/2008	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	NYDJ Apparel, LLC
Street Address:	2416 East 27th Street
City:	Vernon
State/Country:	CALIFORNIA
Postal Code:	90058
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 24

Property Type	Number	Word Mark
Registration Number:	3438983	MADE FOR REAL WOMEN WITH REAL CURVES
Registration Number:	2818160	NOT YOUR DAUGHTER'S JEANS
Registration Number:	2841567	NYDJ
Registration Number:	3298824	TUMMY TUCK
Registration Number:	3196893	SLIM'R JEANS
Registration Number:	3230251	
Registration Number:	3342439	
Serial Number:	77128905	FEEL YOUNGER AND LOOK ONE SIZE SMALLER
Serial Number:	77048294	FLATTENS YOUR TUMMY
Serial Number:	78942424	INSTANT GRATIFICATION
Serial Number:	77551793	NOT YOUR DAUGHTER'S JEANS
Serial Number:	77112006	NOT YOUR DAUGHTER'S SHIRTS
Serial Number:	77112002	NOT YOUR DAUGHTER'S SWEATERS
Serial Number:	77410478	NOT YOUR DAUGHTER'S PANTS

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Serial Number:	77111995	NOT YOUR DAUGHTER'S CLOTHING
Serial Number:	77159916	NOT YOUR MOTHER'S JEANS
Serial Number:	77371632	NOT YOUR SON'S JEANS
Serial Number:	77551749	NYDJ
Serial Number:	77548647	NYDJ
Serial Number:	77548640	SLIM'R
Serial Number:	77548635	SLIM'R JEANS
Serial Number:	77218552	TUMMY TUCK
Serial Number:	77358705	TUMMY BUSTER
Serial Number:	76619361	

CORRESPONDENCE DATA

Fax Number: (424)202-6224
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Email: ahiggins@dreierstein.com
Correspondent Name: William A. Finkelstein
Address Line 1: 1620 26th Street
Address Line 2: 6th Floor North Tower
Address Line 4: santa monica, CALIFORNIA 90404

NAME OF SUBMITTER:	William A. Finkelstein
Signature:	/waf/
Date:	09/16/2008

Total Attachments: 2
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EXHIBIT A

Applications

<u>Trademark</u>	<u>Application No.</u>
FEEL YOUNGER AND LOOK ONE SIZE SMALLER	77128905
FLATTENS YOUR TUMMY	77048294
INSTANT GRATIFICATION	78942424
NOT YOUR DAUGHTER'S JEANS	77551793
NOT YOUR DAUGHTER'S SHIRTS	77112006
NOT YOUR DAUGHTER'S SWEATERS	77112002
NOT YOUR DAUGHTER'S PANTS	77410478
NOT YOUR DAUGHTER'S CLOTHING	77111995
NOT YOUR MOTHER'S JEANS	77159916
NOT YOUR SON'S JEANS	77371632
NYDJ	77551749
NYDJ	77548647
SLIM'R	77548640
SLIM'R JEANS	77548635
TUMMY TUCK	77218552
TUMMY BUSTER	77358705
Parallel Stitching Design	76619361

Registrations

<u>Trademark</u>	<u>Application No.</u>	<u>Registration No.</u>
MADE FOR REAL WOMEN WITH REAL CURVES	77106626	3438983
NOT YOUR DAUGHTER'S JEANS	76428496	2818160
NYDJ	78124834	2841567
TUMMY TUCK	78478837	3298824
SLIM'R JEANS	78867267	3196893
Criss-Cross Design	76612788	3230251
Criss-Cross Design	76663166	3342439

**ASSIGNMENT OF TRADEMARKS
SLL, INC.**

THIS ASSIGNMENT OF TRADEMARKS (the "Assignment") effective as of the 16 day of September, 2008, by SLL, Inc. ("Assignor") to NYDJ Apparel, LLC ("Assignee").

- A. Assignor, a California corporation, having a place of business at 2416 East 27th Street Vernon, California 90058, has adopted the trademarks identified on Exhibit A hereto, and is the owner of the applications and registrations of such trademarks identified on said Exhibit A (collectively the "Trademarks").
- B. Assignee, a New York limited liability company, having a place of business at 2416 East 27th Street, Vernon, California 90058, is desirous of acquiring said trademarks and the applications and registrations thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged:

1. Assignor does hereby assign, sell and transfer unto Assignee, its successors and assigns, all right, title and interest in and to the Trademarks in relation to a transfer of its business pertaining to the trademarks, including any registrations of and/or applications to register the Trademarks, if any, the goodwill associated therewith, if any, and all associated artwork, trade dress, labels and designs thereof.
2. The rights transferred by this assignment include the right to bring all legal actions related to the Trademarks, including actions for any infringement no matter whether the infringement occurred before or after the assignment, and the right to recover damages for such infringement.

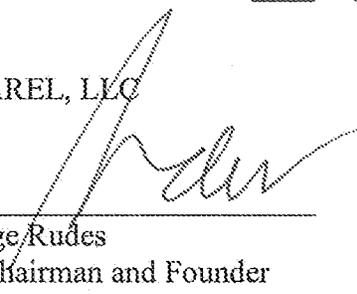
IN WITNESS WHEREOF, Assignor, by its duly authorized officer, has executed this Assignment, as an instrument under seal effective as of the 16 day of September, 2008.

SLL, INC.

By: 
Name: George Rudes
Title: Chief Executive Officer

The foregoing Assignment of said trademarks and the registrations thereof and associated goodwill by SLL, Inc. to NYDJ Apparel, LLC is hereby accepted effective as of the 16 day of September, 2008.

NYDJ APPAREL, LLC

By: 
Name: George Rudes
Title: Vice Chairman and Founder