

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
Pacific Trail Corporation		10/24/2008	CORPORATION: OREGON
RECEIVING PARTY DATA			
Name:	IP Holdings LLC		
Street Address:	103 Foulk Road		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19803		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1818496	TOWNE	
CORRESPONDENCE DATA			
Fax Number:	(212)391-2057		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-730-0030		
Email:	atarshis@iconixbrand.com		
Correspondent Name:	Andrew R. Tarshis		
Address Line 1:	1450 Broadway		
Address Line 2:	4th Floor		
Address Line 4:	NY, NEW YORK 10018		
NAME OF SUBMITTER:	Andrew R. Tarshis		
Signature:	/Atarshis/		
Date:	11/03/2008		

CH \$40.00 1818496

Total Attachments: 1

900119884

**TRADEMARK
 REEL: 003882 FRAME: 0042**

TRADEMARK ASSIGNMENT

WHEREAS, Pacific Trail Corporation, an Oregon corporation ("Assignor"), owns all right, title, and interest in United States Trademark Registration Number 1,818,496 for the mark TOWNE and the common law rights relating thereto and goodwill associated therewith (the "Trademark"); and

WHEREAS, IP HOLDINGS LLC, a Delaware limited liability company having its principal place of business at 103 Foulk Road, Wilmington, DE 19803 ("Assignee"), desires to acquire all right, title, and interest in the Trademark.

NOW, THEREFORE, for 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 all right, title, and interest in and to the Trademark together with all common law rights therein and goodwill associated therewith, throughout the world, and all rights of action, powers, and benefits accrued thereto, including the right to sue for and collect damages and profits for past and future infringements thereof.

Dated as of October 24, 2008.

PACIFIC TRAIL CORPORATION

By: [Signature]
Peter J. Bragdon
Vice President and General Counsel

State of Oregon
County of Washington

This instrument was acknowledged before me on October 24, 2008 by Peter J. Bragdon as Vice President and General Counsel of Pacific Trail Corporation.

[Signature]
Notary Public for Oregon

