

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
West 49 Inc.		07/17/2008	CORPORATION: CANADA
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: 2			
Property Type	Number	Word Mark	
Serial Number:	78380841	REWIND	
Registration Number:	3078041	REWIND	
CORRESPONDENCE DATA			
Fax Number:	(314)231-4342		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-231-5400		
Email:	kbastunas@senniger.com		
Correspondent Name:	Paul Fleischut- SENNIGER POWERS		
Address Line 1:	100 North Broadway, 17th Floor		
Address Line 4:	St. Louis, MISSOURI 63102		
ATTORNEY DOCKET NUMBER:	KLD 9629.1 PIF/KSB		
NAME OF SUBMITTER:	Paul I. J. Fleischut		
Signature:	/paul fleischut/		
Date:	12/08/2008		

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Total Attachments: 1
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Exhibit A

Trademark Assignment

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1. **WHEREAS**, West 49 Inc., a Canadian corporation, located at ~~4335 Mainway~~ Drive, Burlington, Ontario, Canada (hereinafter "Assignor"), owns the following trademark and corresponding pending U.S. trademark application and U.S. trademark registration relating to such mark: X

REWIND, U.S. Ser. No. 78/380,841
REWIND, U.S. Reg. No. 3,078,041

2. **WHEREAS**, Kellwood Company, a Delaware corporation, located at 600 Kellwood Parkway, Chesterfield, Missouri 63017 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest of Assignor in said trademark and said application and registration, and the good will of the business in connection with which said trademark is used;

3. **NOW THEREFORE**, in consideration of the sum ten dollars (\$10.00) and other good and valuable consideration by Assignee to Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign and transfer unto Assignee, its successors and assigns, all of Assignor's right, title and interest throughout the United States in and to said trademark REWIND, said application (Ser. No. 78/380,841), and said registration (Reg. No. 3,078,041), together with the good will of the business in connection with which said trademark is used, and together with full right to sue for and recover all profits and damages recoverable from any past infringements of said trademark.

4. **TO BE HELD AND ENJOYED BY** Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and assignment not been made.

5. **IN WITNESS WHEREOF**, Assignor has executed this Trademark Assignment on this 17 day of JULY, 2008.

WEST 49 INC.

By: R Biddix

Name: RHONDA BIDDIX

Title: CFO