

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
M.J. Soffe Co.		12/31/2008	CORPORATION: NORTH CAROLINA

RECEIVING PARTY DATA

Name:	M.J. Soffe, LLC
Street Address:	One Soffe Drive
City:	Fayetteville
State/Country:	NORTH CAROLINA
Postal Code:	28302
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	77012671	SOFFE DRI
Registration Number:	3318885	CAPE FEAR TRADING COMPANY
Registration Number:	3110926	IA
Registration Number:	3053916	SOFFE
Registration Number:	1743249	SOFFE
Serial Number:	77013227	SOFFE DRI COTTON
Serial Number:	77012801	SOFFE DRI SWEATS
Registration Number:	2233133	INTENSITY ATHLETICS

CORRESPONDENCE DATA

Fax Number: (919)783-1075
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 919 783-1017
 Email: estevens@poynerspruill.com
 Correspondent Name: Eric Stevens

OP \$215.00 77012671

Address Line 1: 310 Fayetteville Street
Address Line 2: Suite 1900
Address Line 4: Raleigh, NORTH CAROLINA 27601

NAME OF SUBMITTER:	Eric P. Stevens
Signature:	/Eric P. Stevens/
Date:	12/31/2008
Total Attachments: 2 source=Soffe LLC Assignment#page1.tif source=Soffe LLC Assignment#page2.tif	

TRADEMARK AND SERVICE MARK ASSIGNMENT

This Trademark and Service Mark Assignment (this "Assignment") is effective as of December 31, 2008, between M.J. Soffe Co., a North Carolina corporation (the "Company"), and M.J. Soffe, LLC, a North Carolina limited liability company (the "LLC").

Simultaneous herewith, the Company, by documents of even date, is converting from a corporation into a limited liability company pursuant to the laws of the State of North Carolina and in conjunction therewith and for good and valuable consideration, the sufficiency of which the parties acknowledge, the parties agree as follows:

1. The Company covenants that it has obtained rights and ownership in and to certain trade names, service marks and trademarks, trademark registrations, and pending trademark registration applications, which are more particularly listed on Schedule A attached hereto (collectively, the "Trademarks"). Certain of the Trademarks are the subjects of applications to register the marks on an "Intent-to-Use" basis (the "ITU Marks"). The Company has intended to use the ITU Marks but has not yet filed allegations of use of the ITU Marks. The LLC is acquiring the entire business or portion thereof to which the ITU Marks pertain as required by 15 USC § 1060.

2. The Company hereby assigns, transfers and conveys to the LLC, and the LLC hereby accepts, all right, title and interest in and to the Trademarks, including without limitation all goodwill of the business symbolized by the Trademarks. The assignment of the ITU Marks is made as part of the transfer to the LLC of the entire business or portion thereof to which the ITU Marks pertain.

3. The Company shall take whatever further action is deemed necessary or appropriate by the LLC to effect properly and completely the transfer to the LLC of the Trademarks and to establish full ownership of the Trademarks by the LLC.

4. The person executing this Assignment on behalf of the Company and the LLC covenants that she has the authority and authorization to effectuate and execute this assignment on behalf of each of the Company and the LLC.

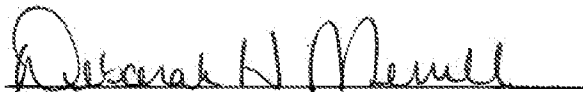
M.J. Soffe Co.



By: Deborah H. Merrill

Its: Vice-President, Chief Financial Officer and
Treasurer

M.J. Soffe, LLC



By: Deborah H. Merrill

Its: Vice-President, Chief Financial Officer and
Treasurer

SCHEDULE A

UNITED STATES OF AMERICA MARKS

<u>Trademarks</u>	<u>Serial No./Registration No.</u>
CAPE FEAR TRADING COMPANY	3318885
IA (design)	3110926
INTENSITY ATHLETICS	2233133
SOFFE (design)	3053916
SOFFE (word mark)	1743249
SOFFE dri (design)	77012671
SOFFE dri cotton (design)	77013227
SOFFE dri sweats (design)	77012801

CANADIAN MARKS

<u>Trademarks</u>	<u>Serial No./Registration No.</u>
SOFFE (design)	TMA673517
SOFFE dri (design)	1321991
SOFFE dri cotton (design)	1321986
SOFFE dri sweats (design)	1321990