

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 |
| Phillips-Van Heusen Corp | | 01/22/2008 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Branded LLC | | |
| Street Address: | 3333 Lee Parkway 6th Floor | | |
| City: | Dallas | | |
| State/Country: | TEXAS | | |
| Postal Code: | 75219 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: GEORGIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 0854677 | SALTY DOG | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (740)892-3860 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 740-892-2118 | | |
| Email: | JeffMFurr@FurrLawFirm.com | | |
| Correspondent Name: | Jeffrey M. Furr | | |
| Address Line 1: | 2622 Debolt Road | | |
| Address Line 4: | Utica, OHIO 43080 | | |
| NAME OF SUBMITTER: | Jeffrey M. Furr | | |
| Signature: | /jmf/ | | |
| Date: | 02/12/2009 | | |

Total Attachments: 4
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EXHIBIT A

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is made and entered into as of the 22nd day of JANUARY, 2008, by and between Branded, LLC, a Georgia limited liability company (the "Company"), and Phillips-Van Heusen Corporation, a Delaware corporation (hereinafter the "Assignor").

WHEREAS, Assignor is the owner of the trademark set forth on Schedule A;

^{to} WHEREAS, Assignor and Company are parties to a Purchase Agreement dated ~~December 22~~, ^{JANUARY} 2008 (the "Purchase Agreement") by and between Assignor and Company on the other hand, under which Assignor agreed to sell to Company the registered and common law trademark set forth on Schedule A (the "Assigned Mark");

WHEREAS, Company desires to acquire all of the right, title and interest that Assignor has in and to the Assigned Mark, including such goodwill of the business as is symbolized thereby and such common law rights as are associated therewith; and

WHEREAS, the parties are willing to now close on an assignment on the terms and conditions set forth herein and in the Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Company agree as follows:

1. Transfer of Assigned Mark. Assignor hereby transfers and assigns all of the right, title and interest that Seller has in and to the Assigned Mark, and the registration therefor, together with such goodwill of all business is symbolized thereby.
2. Representations and Warranties. The representations and warranties of the parties as set forth in the Purchase Agreement are reconfirmed as of the date hereof.
3. Miscellaneous.
 - (a) Entire Agreement. The provisions of this Agreement, as supplemented by the Purchase Agreement, constitute the entire agreement between the parties and supersede all prior agreements, oral or written, and all other communications relating to the subject matter hereof.
 - (b) Governing Law. This Agreement shall be interpreted under the laws of the State of New York.

(c) Successors; Assigns. Except as otherwise provided herein, this Agreement shall be binding upon and inure to the benefit of the parties hereto, their successors or assigns.

[Signatures appear on the following page.]

[Signature Page of the Trademark Assignment Agreement]

IN WITNESS WHEREOF, the parties have hereunto set their hand this 29th day of January, 2008.

PHILLIPS-VAN HEUSEN CORPORATION

By: [Signature]
Name: MARK D. FISCHER
Title: Senior Vice President

STATE OF New York)
COUNTY OF New York)

Personally appeared before me, Mark D. Fischer, to me known and known to me to be the person described and who executed the foregoing instrument and acknowledged the same to be his act and deed in and for the purposes set forth in said instrument this 29 day of January, 2008.

[Signature]
Notary Public

My Commission Expires: June 11, 2011

Hayley Werner
Notary Public, State of New York
No. 02WF6168336
Qualified in New York County
My Commission Expires June 11, 2011

BRANDED, LLC

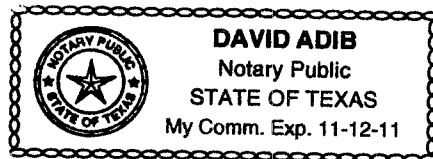
By: [Signature]
Name: KEITH E. JOHNSTON
Title: MANAGER

STATE OF Texas)
COUNTY OF Dallas)

Personally appeared before me, Keith E. Johnston to me known and known to me to be the person described and who executed the foregoing instrument and acknowledged the same to be his act and deed in and for the purposes set forth in said instrument this 22nd day of January, 2008.

[Signature]
Notary Public

My Commission Expires: 11-12-11



Schedule A

ASSIGNED MARK

“Salty Dog” trademark, registered with the United States Patent and Trademark Office as
Registration No. 0854677