

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/01/2009

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
RHE Hatco, Inc.		02/11/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Lucchese, Inc.
Street Address:	40 Walter Jones Boulevard
City:	El Paso
State/Country:	TEXAS
Postal Code:	79906
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2778004	CHARLIE 1 HORSE HAT CO.
Registration Number:	2058519	C
Registration Number:	1824477	CHARLIE 1 HORSE
Registration Number:	2979870	CHARLIE 1 HORSE
Registration Number:	2982208	CHARLIE 1 HORSE
Serial Number:	77043001	CHARLIE 1 HORSE C

CORRESPONDENCE DATA

Fax Number: (214)515-0411
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 972-774-4560
 Email: ggmark@radix.net
 Correspondent Name: Gregory H. Guillot
 Address Line 1: 13455 Noel Road
 Address Line 2: Suite 1000

OP \$165.00 2778004

Address Line 4: Dallas, TEXAS 75240

NAME OF SUBMITTER: Gregory H. Guillot

Signature: /ggmark/

Date: 03/23/2009

Total Attachments: 2

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**DEED OF ASSIGNMENT WITH GOODWILL OF ASSIGNED MARKS
TO SUCCESSOR OF PORTION OF BUSINESS TO WHICH THE MARKS PERTAIN**

THIS ASSIGNMENT made effective as of January 1, 2009, is between RHE HATCO, INC., a Delaware corporation, with a principal place of business at 601 Marion Drive, Garland, Texas 75042 ("ASSIGNOR"), and LUCCHESE, INC., a Delaware corporation, with a principal place of business at 40 Walter Jones Boulevard, El Paso, TX 79906 ("ASSIGNEE").

WHEREAS, ASSIGNOR, has adopted and used, in the United States, the trademarks listed in *Schedule A* hereof (the "Marks"), and is the owner of the registrations and pending application shown therein; and,

WHEREAS, ASSIGNOR, has adopted, and intends to use, in the United States, the mark shown in U.S. App. Serial No. 77/043,001, for the goods specified therein; and,

WHEREAS, ASSIGNEE, desires to acquire the Marks, and the goodwill appurtenant thereto, together with that portion of ASSIGNOR's business to which the Marks pertain;

NOW, THEREFORE, for ONE (\$1.00) DOLLAR and other good and valuable consideration, the receipt, adequacy, and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and transfers all right, title, and interest in and to said Marks, together with the goodwill of the business symbolized thereby; that portion of ASSIGNOR's business to which the Marks pertain, and the right to sue for past infringements pertaining thereto, to ASSIGNEE.

RHE HATCO, INC. ("ASSIGNOR")

By: Thomas A. Hough
Thomas A. Hough, Vice-President, CFO

Dated: 2/11/09

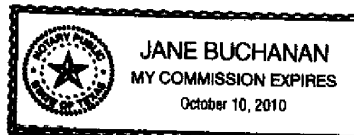
LUCCHESE, INC. ("ASSIGNEE")

By: Paul LaVoie
Paul LaVoie, President

Dated: 2/11/09

SUBSCRIBED and SWORN to before me, the undersigned Notary Public, in Garland, Texas on this, the 11 day of FEB., 2009.





Jane Buchanan
NOTARY PUBLIC



TRADEMARK
REEL: 003956 FRAME: 0727

SCHEDULE A

[THE ASSIGNED MARKS/REGISTRATIONS/APPLICATION]

Country	Mark	App. No.	Reg. No.	Goods
UNITED STATES		78/185,433	2,778,004	Clothing; namely, hats, caps, T-shirts, sweatshirts and jackets, in International Class 25.
UNITED STATES		74/397,910	2,058,519	Clothing; namely, hats, caps, T-shirts, sweatshirts and jackets, in International Class 25.
UNITED STATES	CHARLIE 1 HORSE	74/397,269	1,824,477	Clothing; namely, hats, caps, T-shirts, sweatshirts and jackets, in International Class 25.
UNITED STATES	CHARLIE 1 HORSE	78/376,025	2,979,870	Footwear, namely boots and shoes; belts, in International Class 25.
UNITED STATES		78/376,681	2,982,208	Clothing, namely, hats, caps, T-shirts, sweatshirts and jackets; footwear, namely, boots and shoes; belts.
UNITED STATES		77/043,001		Clothing for men and women, namely, women's blouses, skirts, pants and jeans; men's shirts, pants, and jeans; and outerwear, namely, coats, jackets, vests, and rainwear, in International Class 25; Leather handbags, purses and wallets, in International Class 18.