

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Per Lui Per Lei, Ltd.		08/26/2009	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kwok-Kee Cheng		
<b>Street Address:</b>	145 Palisade Street		
<b>City:</b>	Dobbs Ferry		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10522		
<b>Entity Type:</b>	INDIVIDUAL:		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2419780	ANTHOLOGY	
Registration Number:	2484821	PER LUI PER LEI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(732)636-4550		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	7326364500		
<b>Email:</b>	mgilman@kgplaw.com		
<b>Correspondent Name:</b>	Michael R. Gilman		
<b>Address Line 1:</b>	1480 Route 9 North		
<b>Address Line 2:</b>	Suite 204		
<b>Address Line 4:</b>	Woodbridge, NEW JERSEY 07095		
<b>ATTORNEY DOCKET NUMBER:</b>	194-001		
<b>NAME OF SUBMITTER:</b>	Michael R. Gilman		
<b>Signature:</b>	/Michael R. Gilman/		

OP \$65.00 2419780

Date:

09/03/2009

Total Attachments: 1

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**ASSIGNMENT**

**THIS ASSIGNMENT** is effective as of the date executed below.

**WHEREAS**, Per Lui Per Lei, Ltd. (hereinafter "Assignor"), a corporation of the state of New York, having places of business at 499 Seventh Avenue, 18 North, New York, NY 10018 and 145 Palisade Street, Dobbs Ferry, NY 10522, is the owner of all right, title and interest in and to the trademarks ANTHOLOGY and PER LUI PER LEI for various types, styles and sizes of clothing, and is the owner of all right, title and interest in and to U.S. Trademark Registration Nos. 2,419,780 for the mark ANTHOLOGY and 2,484,821 for the mark PER LUI PER LEI (hereinafter collectively referred to as the "Marks"), including the goodwill of the business symbolized by the Marks;

**WHEREAS**, Assignor represents and warrants that it has not transferred any rights in the Marks to any third party, that it knows of no claims against the Marks by any third party and that it has never abandoned use of the Marks; and

**WHEREAS**, Assignor agrees to assign to Kwok-Kee Cheng (hereinafter "Assignee"), an individual having places of business at 499 Seventh Avenue, 18 North, New York, NY 10018 and 145 Palisade Street, Dobbs Ferry, NY 10522, all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks;

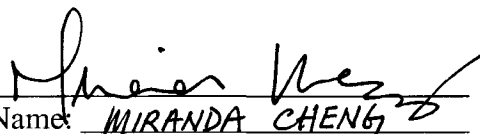
**NOW, THEREFORE**, in part based upon the above representations and warrants by Assignor, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, and Assignee accepts such assignment of, all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks.

PER LUI PER LEI, LTD.

Dated: August 26<sup>th</sup>, 2009

By:   
Name: Kwok-Kee Cheng  
Title: President

Witnessed this 26<sup>th</sup> day of August, 2009, by:

  
Name: MIRANDA CHENG  
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