

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Pepe Jeans London, LLC		08/08/2009	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	Antique Rivet, LLC		
Street Address:	1385 Broadway		
Internal Address:	19th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Serial Number:	77551724	ANTIQUE RIVET	
Serial Number:	77738201	AR ANTIQUE RIVET	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(212)336-8001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-336-8050		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Chester Rothstein, Esq.		
Address Line 1:	Amster, Rothstein & Ebenstein LLP		
Address Line 2:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	67138-0083		
NAME OF SUBMITTER:	Chester Rothstein		

CH \$65.00 77551724

**900142785**

**TRADEMARK  
 REEL: 004058 FRAME: 0456**

Signature:	/Chester Rothstein/
Date:	09/09/2009
Total Attachments: 3 source=Pepe-Antique Rivet TM Assign#page1.tif source=Pepe-Antique Rivet TM Assign#page2.tif source=Pepe-Antique Rivet TM Assign#page3.tif	

## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** is made and entered into effective as of August 8, 2009 (the “Effective Date”) by and between Pepe Jeans London, LLC, a Delaware limited liability company with an address at 1385 Broadway, 19th Floor, New York NY 10018, (“Assignor”), on the one hand; and Antique Rivet, LLC, a New York limited liability company with an address at 1385 Broadway, 19 Floor, New York NY 10018 (“Assignee”), on the other hand.

**WHEREAS**, Assignor is the owner of all right, title and interest to the trademark, service mark, and trade name, ANTIQUE RIVET, including but not limited to a distinctive AR design shown as:



(collectively and individually, the “Mark”), the goodwill associated therewith, and all of the US and worldwide applications and registrations shown on the attached Schedule I, which is herein incorporated by reference and made a part hereof (the “Applications/Registrations”); and


**WHEREAS**, Assignor intends to assign the Mark, the goodwill, and the Applications/Registrations to Assignee.

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Assignor hereby sells, assigns and transfers forever, free and clear of all liens and encumbrances, to Assignee and its successors and assigns, all right, title, and interest in and to the Mark, together with the goodwill of the Mark and the goodwill of the business appertaining thereto and/or symbolized thereby, and the Applications/Registrations, and all income, royalties, damages and payments now or hereafter due or payable in respect to the same, and all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement and/or dilution of the same.

**IN WITNESS WHEREOF**, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized Officer, effective as of the Effective Date first written above.

**PEPE JEANS LONDON, LLC**

By   
Ziad Jebara  
President

**SCHEDULE I**

Country	Trademark:	Application #:	Filing Date:	Registration #:	Registration Date:
Canada	ANTIQUE RIVET	1437198	06-May-2009		
Egypt	ANTIQUE RIVET	231305	14-May-2009		
European Community	ANTIQUE RIVET	8286874	07-May-2009		
Lebanon	ANTIQUE RIVET	3451	15-May-2009	122480	09-Jun-2009
Mexico	ANTIQUE RIVET	1005648	12-May-2009		
Saudi Arabia	ANTIQUE RIVET	143577	16-May-2009		
United Arab Emirates	ANTIQUE RIVET	129270	14-May-2009		
United States of America	ANTIQUE RIVET	77/551,724	20-Aug-2008		
United States of America	AR ANTIQUE RIVET & Design	77/738,201	15-May-2009		