

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
3388875 Canada Inc.		09/01/2009	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Avirex Holdings LLC		
Street Address:	31 West 34th Street		
Internal Address:	c/o Wear Me Apparel LLC		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77602833	IRREVERENT	
CORRESPONDENCE DATA			
Fax Number:	(212)715-8000		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212.715.9205		
Email:	KLtrademark@kramerlevin.com		
Correspondent Name:	Kramer Levin Naftalis & Frankel LLP		
Address Line 1:	1177 Avenue of the Americas		
Address Line 2:	c/o Erica D. Klein, Esq.		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	055031-00049		
NAME OF SUBMITTER:	Erica D. Klein		
Signature:	/Erica D. Klein/		

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TRADEMARK
REEL: 004109 FRAME: 0287

CH \$40.00 77602833

Date:

12/07/2009

Total Attachments: 2

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EXHIBIT B

U.S. TRADEMARK ASSIGNMENT

THIS U.S. TRADEMARK ASSIGNMENT, effective as of September 1, 2009, is by and between 3388875 Canada Inc., a Canada corporation with residence at 650 Lebeau, Montreal, QC H4N 1R9, Canada ("Assignor"), and Avirex Holdings LLC, a Delaware limited liability company with legal residence at c/o Wear Me Apparel LLC, 31 West 34th Street, New York, New York 10001 U.S.A. ("Assignee").

WHEREAS, Assignor is the owner of right, title and interest in the United States in and to the trademark, including without limitation the application for registration therefor shown on Schedule A hereto, and the goodwill associated with the foregoing (the "Trademark"); and

WHEREAS, Assignee is the successor to the portion of the ongoing and existing business of Assignor to which the Trademark that is the subject of an application for registration under Trademark Act Section 1(b), 15 U.S.C. Section 1051(b) pertains, and Assignee is desirous of acquiring all of Assignor's right, title and interest in and to the Trademark in the United States.

NOW THEREFORE, for good and valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, Assignor did and hereby does sell, assign, transfer and convey to Assignee, all of Assignor's right, title and interest in and to the Trademark, including, without limitation, all registrations and applications for registration therefor, together with the goodwill of the business symbolized by the Trademark being assigned, all causes of action for any and all past infringements of the rights being assigned, and the right to collect and retain any proceeds therefrom in the United States.

Assignor hereby agrees that after the date hereof it shall execute and/or deliver, at Assignee's own cost and expense, such additional or other documents and instruments, and do such additional or other acts and things as may be required or reasonably requested by Assignee, its successors or assigns, to give effect to the provisions of this U.S. Trademark Assignment and to vest, perfect, confirm, record or otherwise reflect or give effect to Assignee's title in or title to the Trademark as set forth above.

IN WITNESS WHEREOF, Assignor and Assignee have caused this U.S. Trademark Assignment to be executed.

3388875 CANADA INC.

By: 

Name: PRESIDENT
Title: MICHAEL HIRSCHMAN

AVIREX HOLDINGS LLC

By: 

Name: Arthur Rabin
Title: Chief Executive Officer

EXHIBIT B - SCHEDULE A

U.S. TRADEMARK APPLICATION

MARK	APP. NO.	FILING DATE	GOODS
IRREVERENT	77/602,833	October 29, 2008	Clothing, headwear and footwear

K13 2752575.1