

TRADEMARK ASSIGNMENT

Electronic 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
Michael B. Pollard DBA Girls Rule		03/22/2010	an Individual, Doing Business As: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	GW Acquisition LLC DBA G&W Industries		
Street Address:	1370 Broadway		
Internal Address:	Suite 1200		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77940287	GIRLS RULE	
CORRESPONDENCE DATA			
Fax Number:	(212)336-8001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-336-8051		
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:	39398-0004		
NAME OF SUBMITTER:	Chester Rothstein		
Signature:	/Chester Rothstein/		

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Date:

04/14/2010

Total Attachments: 1

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Trademark Assignment

WHEREAS, Michael B. Pollard d/b/a Girls Rule, an individual citizen of the United States with a place of business at 149 Surtees Road, Winston-Salem, North Carolina 27104 (“Assignor”) has adopted, owns and is using the trademark GIRLS RULE (the “Mark”) in connection with “shirts; shirts for infants, babies, toddlers and children; short-sleeved or long-sleeved t-shirts; short-sleeved shirts; sport shirts; sports shirts; t-shirts; tee shirts” in the United States; and

WHEREAS, Assignor filed a use-based application for the Mark on the Principal Register of the United States Patent and Trademark Office on February 19, 2010 in connection with the goods identified therein, Application Serial No. 77/940,287; and

WHEREAS, GW Acquisition LLC d/b/a G&W Industries, a limited liability company organized and existing under the laws of New York with its principal place of business at 1370 Broadway, Suite 1200, New York, New York 10018 (“Assignee”) desires to acquire the Mark and the above mentioned Application Serial No. 77/940,287;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, sells and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the application for registration of the Mark and any resulting registration thereof.



Michael B. Pollard

Date 3-22-10