

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
Nike, Inc.		05/25/2010	CORPORATION: OREGON
RECEIVING PARTY DATA			
Name:	Cole Haan		
Street Address:	One Cole Haan Drive		
City:	Yarmouth		
State/Country:	MAINE		
Postal Code:	04096		
Entity Type:	CORPORATION: MAINE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77134858		
Serial Number:	77134862		
CORRESPONDENCE DATA			
Fax Number:	(503)459-4142		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	503-459-4141		
Email:	walsh@ahmrt.com		
Correspondent Name:	Alleman Hall McCoy Russell & Tuttle LLP		
Address Line 1:	806 SW Broadway		
Address Line 2:	Suite 600		
Address Line 4:	Portland, OREGON 97205		
ATTORNEY DOCKET NUMBER:	CHH10206US		
NAME OF SUBMITTER:	B. Anna McCoy		
Signature:	/B. Anna McCoy/		

CH \$65.00 77134858

Date:

05/28/2010

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made effective as of the 25th day of May, 2010.

WHEREAS, Nike, Inc., a company incorporated under the laws of Oregon, whose registered office is at One Bowerman Drive, Beaverton Oregon 97005-6453, United States of America (hereinafter called the ASSIGNOR) is the owner of the United States trademark applications listed on Schedule 1 attached hereto (collectively, the "Marks").

WHEREAS, Cole Haan, a company incorporated under the laws of Maine, whose registered office is at One Cole Haan Drive, Yarmouth, Maine 04096, United States of America (hereinafter called the ASSIGNEE), is desirous of acquiring the Marks and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration in the sum of \$1.00 USD, the receipt of which is hereby acknowledged, Assignor hereby assign and transfer to Assignee all of Assignors' right, title and interest in and to the Marks, together with the goodwill of the business symbolized by such Marks, and the right to sue for and take action with respect to past infringements.

IN WITNESS WHEREOF, Assignor has signed this Assignment this 25th day of May, 2010.
Signed for and on behalf of NIKE, INC

[Signature]
(Signature)

John F. Coburn, III
(Name)

Assistant Secretary
(Title)

State of Oregon

County of Washington



This instrument was acknowledged before me on May 25th, 2010

by John F. Coburn, III

as Assistant Secretary of Nike, Inc.

Jessica M. Shell
Notary Public - State of Oregon

IN WITNESS WHEREOF, Assignee has signed this Assignment this 25th day of May, 2010.

Signed by and on behalf of COLE HAAN

Grant W. Hanson

(Signature)

Grant W. Hanson

(Name)

Vice President

(Title)

State of Oregon

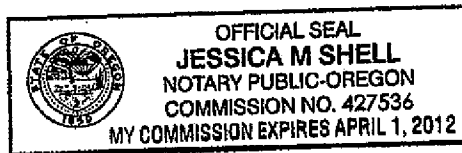
County of Washington

This instrument was acknowledged before me on May 25th, 2010

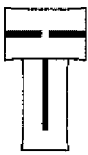

by Grant W. Hanson

as Vice President of Cole Haan

Jessica M. Shell
Notary Public - State of



**Schedule I
Trade Marks**

COUNTRY	MARK (Design)	CLASS	GOODS	APP DATE	APP NO.	REG. DATE	REG. NO.
United States		9, 18, 25, 35	Class 9: Eyewear, sunglasses, eyewear frames Class 18: Bags, namely, tote bags, duffle bags, messenger bags, backpacks, purses, wallets, cosmetic and toiletry cases sold empty Class 25: Jackets Class 35: Retail store services, advertising and marketing services, all featuring eyewear, sunglasses, eyewear frames, cases for eyewear, bags, namely, tote bags, duffle bags, messenger bags, backpacks, purses, luggage, wallets, key fobs, portfolios, cosmetic and toiletry cases, footwear, headwear, apparel, namely, jackets, socks, gloves, belts, hostery	3/19/2007	77/134,858		
United States		9, 18, 25, 35	Class 9: Eyewear, sunglasses, eyewear frames Class 18: Bags, namely, tote bags, duffle bags, messenger bags, backpacks, purses, wallets, cosmetic and toiletry cases sold empty Class 25: Jackets Class 35: Retail store services, advertising and marketing services, all featuring eyewear, sunglasses, eyewear frames, cases for eyewear, bags, namely, tote bags, duffle bags, messenger bags, backpacks, purses, luggage, wallets, key fobs, portfolios, cosmetic and toiletry cases, footwear, headwear, apparel, namely, jackets, socks, gloves, belts, hostery	3/19/2007	77/134,862		