

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
Laundry Athletics LLP		03/07/2010	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	DKH Retail Limited		
Street Address:	Unit 60, The Runnings		
City:	Cheltenham Gloucestershire		
State/Country:	UNITED KINGDOM		
Postal Code:	GL51 9NW		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 29			
Property Type	Number	Word Mark	
Serial Number:	77612781	CALI SURF CO	
Serial Number:	77612788	CALI SURF CO	
Serial Number:	77612793	CALI SURF CO	
Serial Number:	77612797	CALI SURF CO	
Serial Number:	77745237	BY SUPERDRY	
Serial Number:	77745236	BY SUPERDRY	
Serial Number:	78859983	PEOPLES COTTON ORGANIC COTTON UNDERWEAR COMPANY	
Serial Number:	78860154	PEOPLES COTTON ORGANIC COTTON UNDERWEAR COMPANY	
Serial Number:	76543249	SUPER DRY	
Serial Number:	77571745	SUPERDRY	
Serial Number:	77571747	SUPERDRY	
Serial Number:	77571749	SUPERDRY	

OP \$740.00 77612781

Serial Number:	77573270	SUPERDRY
Serial Number:	77617652	SUPERDRY
Serial Number:	77661997	SUPERDRY
Serial Number:	77571753	SUPERDRY.
Serial Number:	77571760	SUPERDRY.
Serial Number:	77571765	SUPERDRY.
Serial Number:	77573276	SUPERDRY.
Serial Number:	77617641	SUPERDRY.
Serial Number:	77661988	SUPERDRY.
Serial Number:	77571770	SUPERDRY
Serial Number:	77571772	SUPERDRY
Serial Number:	77571776	SUPERDRY
Serial Number:	77573283	SUPERDRY
Serial Number:	77617646	SUPERDRY
Serial Number:	77662002	SUPERDRY
Serial Number:	77591905	SUPERDRYSTORE
Serial Number:	78913273	SUPERREAL

CORRESPONDENCE DATA

Fax Number: (612)604-6800
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (612) 604-6434
Email: kbrennan@winthrop.com, trademark@winthrop.com
Correspondent Name: Karen A. Brennan
Address Line 1: 225 South Sixth Street
Address Line 2: Capella Tower, Suite 3500
Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER: 14110.2

DOMESTIC REPRESENTATIVE

Name: Karen A. Brennan
Address Line 1: 225 South Sixth Street
Address Line 2: Capella Tower, Suite 3500
Address Line 4: Minneapolis, MINNESOTA 55402

NAME OF SUBMITTER: Karen A. Brennan

Signature: /Karen A. Brennan/

Date: 06/23/2010

TRADEMARK

REEL: 004230 FRAME: 0151

Total Attachments: 15

source=Assignment#page1.tif
source=Assignment#page2.tif
source=Assignment#page3.tif
source=Assignment#page4.tif
source=Assignment#page5.tif
source=Assignment#page6.tif
source=Assignment#page7.tif
source=Assignment#page8.tif
source=Assignment#page9.tif
source=Assignment#page10.tif
source=Assignment#page11.tif
source=Assignment#page12.tif
source=Assignment#page13.tif
source=Assignment#page14.tif
source=Assignment#page15.tif

THIS DEED is made on

7th March

2010

BETWEEN:

- (1) **LAUNDRY ATHLETICS LLP** incorporated and registered in England and Wales with registered number OC369473 whose registered office is at Unit 60, The Runnings, Cheltenham, Gloucestershire GL51 9NW ("the Assignor"); and
- (2) **DKH RETAIL LIMITED** incorporated and registered in England and Wales with company number 7063508 whose registered office is at Unit 60, The Runnings aforesaid ("the Assignee").

INTRODUCTION

- (A) The Assignor is the owner of the Trade Marks.
- (B) Pursuant to the Agreement, the Assignor has agreed to sell and transfer the business of clothing design and retail carried on by the Assignor prior to the date of the Agreement (together with the property, rights and assets of this business) to the Assignee as a going concern with effect from the Effective Time.
- (C) The property, rights and assets of the aforementioned business include the Trade Marks.
- (D) The parties have agreed to record the assignment of the Trade Marks in accordance with the terms of this Deed.

IT IS AGREED as follows:

1. INTERPRETATION

1.1. In this Deed and in the introduction to this Deed, the following expressions shall have the meanings attributed to them below:

"Agreement" the Asset Purchase Agreement entered into between the parties and the members of the Assignor on the date of this Deed;

"Trade Marks" the registered trade marks and applications for trade mark registrations set out in Part 1 and Part 2 of the Schedule.

"Effective Time" means close of business on 7 March 2010

1.2. In this Deed:

1.2.1. clause headings are inserted for ease of reference only and do not affect construction;

1.2.2. words importing one gender shall be treated as importing any gender, words importing individuals shall be treated as importing bodies corporate, corporations, unincorporated associations and partnerships and vice-versa, words importing the singular shall be treated as importing the plural and vice-versa, and words importing whole shall be treated as including a reference to any part thereof;

1.2.3. references to clauses and Schedules are to the clauses of and Schedules to this Deed.

2. ASSIGNMENT

- 2.1. The Assignor hereby assigns to the Assignee with full title guarantee all of its right, title and interest in and to the Trade Marks and any common law rights and all the goodwill attaching to the Trade Marks with effect from the Effective Time.

3. PROCEEDINGS

- 3.1. The assignment in Clause 2 of this Deed shall include the right for the Assignee to bring proceedings against any third party in relation to the Trade Marks, including the right to sue for damages and any other remedies in respect of every act of infringement of the Trade Marks and any infringement of the common law rights in or the goodwill attaching to the Trade Marks occurring prior to the date of the Agreement.

- 3.2. The Assignor agrees and undertakes to provide the Assignee (at its request) with all such assistance in relation to any proceedings which may be brought by or against the Assignee with respect to the Trade Marks and the Assignee agrees to indemnify the Assignor in respect of all costs and expenses (including reasonable legal costs) which the Assignor incurs in providing the Assignee with such assistance.

4. FURTHER ASSURANCE

The Assignor agrees at the request and cost of the Assignee that they will at all times after the date of this Deed do all acts and execute all documents as may reasonably be necessary or desirable to secure the vesting in the Assignee of all rights assigned to the Assignee by this Deed and to assist in the resolution of any queries from the Assignee concerning the Trade Marks.

5. COUNTERPARTS

- 5.1. This Deed may be executed in any number of counterparts, each of which when executed shall constitute an original of this deed, but all the counterparts shall constitute together the same deed. No counterpart shall be effective until each party has executed at least one counterpart.

6. GOVERNING LAW AND JURISDICTION

- 6.1. This Deed and any dispute or claim that arises in connection with it or its subject matter or formation (including any non-contractual disputes or claims) shall be governed by and construed in accordance with English law.
- 6.2. The Assignor and the Assignee hereby irrevocably submit to the exclusive jurisdiction of the English courts in respect of any dispute or claim which arises in connection with this Deed of Assignment or its subject matter or formation (including any non-contractual disputes or claims).

SCHEDULE 1 – The Trade Marks

Part 1

characters

United States of America	CALI SURF CO	9	77612781	
	<i>Word in standard characters</i>			
United States of America	CALI SURF CO	14	77612788	
	<i>Word in standard characters</i>			
United States of America	CALI SURF CO	18	77612793	
	<i>Word in standard characters</i>			
United States of America	CALI SURF CO	25	77612797	
	<i>Word in standard characters</i>			
WIPO	CALI SURF CO	9, 14, 18, 25	988590	988590
	<i>Word in standard characters</i>			
Canada	CALIFORNIA SURF	25	1294246	
Canada	CALIFORNIA SURF	18	1317438	
Canada	CALIFORNIA SURF COMPANY	25	1294290	
Canada	CALIFORNIA SURF COMPANY	18	1317445	
Australia	HERMOSA	25		1099075
	<i>Word in standard characters</i>			
Indonesia	HERMOSA	18	D002006031579	IDM000162914
	<i>Word in standard characters</i>			
Indonesia	HERMOSA	25	D002006031580	IDM000162915
	<i>Word in standard characters</i>			

United Kingdom HERMOSA 25 2395775 2395775
hermosa Hermosa
Series

RCD JACKET 710652-0002

RCD JACKET 729660-0001

Australia Lazer Cut Orange 24, 25 1274934 1274934
BY SUPERDRY



Stylised Word

CTM Lazer Cut Orange 18, 24, 25 7462427
BY SUPERDRY



Stylised Word

United States of Lazer Cut Orange 24 77745236
America BY SUPERDRY



Stylised Word

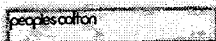
United States of Lazer Cut Orange 25 77/745/237
America BY SUPERDRY



Stylised Word

Argentina PEOPLES COTTON 25 2697528 2188639
ORGANIC COTTON
UNDERWEAR
COMPANY
*Word in standard
characters*

Argentina PEOPLES COTTON 25 2697529 2188640
ORGANIC COTTON
UNDERWEAR
COMPANY



Stylised Word



South Africa	PEOPLES COTTON ORGANIC COTTON UNDERWEAR COMPANY 25	200620255	
	<i>Word in standard characters</i>		
Switzerland	PEOPLES COTTON ORGANIC COTTON UNDERWEAR COMPANY 25		906167
	<i>Word in standard characters</i>		
Switzerland	PEOPLES COTTON ORGANIC COTTON UNDERWEAR COMPANY 25	906682	906682
	<i>Stylised Word</i>		
Turkey	PEOPLES COTTON ORGANIC COTTON UNDERWEAR COMPANY 25	2006G17099	200603857
	<i>Word in standard characters</i>		
Turkey	PEOPLES COTTON ORGANIC COTTON UNDERWEAR COMPANY 25	2006G17098	200603856
	<i>Stylised Word</i>		
United States of America	PEOPLES COTTON ORGANIC COTTON UNDERWEAR COMPANY 25	78860154	3272131
	<i>Stylised Word</i>		
United States of America	PEOPLES COTTON ORGANIC COTTON UNDERWEAR COMPANY 25	78859983	3272130
	<i>Word in standard characters</i>		
Venezuela	PEOPLES COTTON ORGANIC COTTON UNDERWEAR COMPANY 25	209282006	P278998
	<i>Word in standard characters</i>		

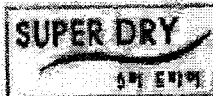
Venezuela PEOPLES COTTON ORGANIC COTTON UNDERWEAR COMPANY 25 211572006 P284363
 *Stylised Word*

WIPO PEOPLES COTTON ORGANIC COTTON UNDERWEAR COMPANY 25 906682 906682
 *Stylised Word*


WIPO PEOPLES COTTON ORGANIC COTTON UNDERWEAR COMPANY 25 906167 906167
Word in standard characters

Canada SUPER DRY 25 1367441

Republic of Korea (South) SUPER DRY 18, 21, 25 40-206876 40-206876-01
 *Word-Device*

Republic of Korea (South) SUPER DRY 6, 14, 16, 18, 20, 21, 25 40-592492 40-592492-01
 *Stylised Word*

Republic of Korea (South) SUPER DRY 16, 18 40-200360 40-200360-01
 *Word-Device*

Republic of Korea (South) SUPER DRY 14 40-206869 40-206869
 *Word-Device*

United States of America SUPER DRY 25 76543249 2977647
Word in standard

United Kingdom	SUPERDRY <i>Word in standard characters</i>	18, 25	2510106	2510106
United Kingdom	SUPERDRY <i>Word in standard characters</i>	18, 25	2430291	2430291
United Kingdom	SUPERDRY <i>Stylised Word</i> Superdry	25	2307338	2307338
United States of America	SUPERDRY <i>Word in standard characters</i>	3	77617652	
United States of America	SUPERDRY <i>Word in standard characters</i>	9	77573270	
United States of America	SUPERDRY <i>Word in standard characters</i>	14	77571745	
United States of America	SUPERDRY <i>Word in standard characters</i>	18	77571747	
United States of America	SUPERDRY <i>Word in standard characters</i>	25	77571749	
United States of America	SUPERDRY <i>Word in standard characters</i>	20	77661997	
Venezuela	SUPERDRY <i>Word in standard characters</i>	9	24848-2008	
Venezuela	SUPERDRY <i>Word in standard characters</i>	14	24849-2008	
Venezuela	SUPERDRY	18	22086-2005	P274417



Stylised Word

Thailand SUPERDRY Corporate logo 14 712848



Stylised Word

Thailand SUPERDRY Corporate logo 18 712849



Stylised Word

United Arab Emirates SUPERDRY Corporate logo 9 122910



Stylised Word

United Arab Emirates SUPERDRY Corporate logo 14 122909



Stylised Word

United Arab Emirates SUPERDRY Corporate logo 18 122906



Stylised Word

United Arab Emirates SUPERDRY Corporate logo 25 122908



Stylised Word

United States of America SUPERDRY Corporate logo 3 77617641



Stylised Word

United States of America SUPERDRY Corporate logo 9 77573276

Stylised Word



United States of America SUPERDRY Corporate logo 14 77571753



Stylised Word

United States of America SUPERDRY Corporate logo 18 77571760



Stylised Word

United States of America SUPERDRY Corporate logo 20 77661988



Stylised Word

United States of America SUPERDRY Corporate logo 25 77571765



Stylised Word

CTM SUPERDRY Vintage logo 9, 14, 18, 25 008670051



Stylised Word

Israel SUPERDRY Vintage logo 9 212308



Stylised Word

Israel SUPERDRY Vintage logo 14 212309



Stylised Word

Israel SUPERDRY Vintage logo 18 212310

Stylised Word



Stylised Word

Malaysia SUPERDRY 9 08012245
Vintage logo



Stylised Word

South Africa SUPERDRY 9 2008/14075
Vintage logo



Stylised Word

South Africa SUPERDRY 14 2008/14076
Vintage logo



Stylised Word

South Africa SUPERDRY 18 2008/14077
Vintage logo



Stylised Word

South Africa SUPERDRY 25 2008/14078
Vintage logo



Stylised Word

United States of SUPERDRY 18 77571776
America Vintage logo



Stylised Word

United States of SUPERDRY 25 77571772
America Vintage logo



Stylised Word

United States of SUPERDRY 3 77617646

America Vintage logo



Stylised Word

United States of America SUPERDRY Vintage logo 9 77573283



Stylised Word

United States of America SUPERDRY Vintage logo 14 77571770



Stylised Word

United States of America SUPERDRY Vintage logo 20 77662002



Stylised Word

United Kingdom SUPERDRY Vintage logo (series of 2) 9, 14, 18, 25 2487680 2487680



Series

Australia SUPERDRYSTORE 35 1261422 1261422
Word in standard characters

Bahrain SUPERDRYSTORE 35 997125
Word In standard characters

Brazil SUPERDRYSTORE 35 830191410
Word in standard characters

Canada SUPERDRYSTORE 35 1418580
Word in standard characters

China SUPERDRYSTORE 35 T0903917F 997125
Word in standard

United States of America	SUPERDRYSTORE 35		77591905	
	<i>Word in standard characters</i>			
Venezuela	SUPERDRYSTORE 35		71932009	
	<i>Word in standard characters</i>			
WIPO	SUPERDRYSTORE 35		997125	997125
	<i>Word in standard characters</i>			
Argentina	SUPERREAL	18	2696438	2187752
	<i>Word in standard characters</i>			
Australia	SUPERREAL	18, 25	1144362	899644
	<i>Word in standard characters</i>			
Brazil	SUPERREAL	18	828727147	
	<i>Word in standard characters</i>			
Brazil	SUPERREAL	25	828727139	828727139
	<i>Word in standard characters</i>			
Chile	SUPERREAL	18, 25	741746	779980
	<i>Word in standard characters</i>			
Colombia	SUPERREAL	18	61021730	331815
	<i>Word in standard characters</i>			
Colombia	SUPERREAL	25	61081680	331814
	<i>Word in standard characters</i>			
CTM	SUPERREAL	18, 25		899644
	<i>Word in standard characters</i>			
Germany	SUPERREAL	18, 25		899644
	<i>Word in standard characters</i>			
Hong Kong	SUPERREAL	18, 25	300705032	300705032
	<i>Word in standard characters</i>			

Word in standard characters

Switzerland SUPERREAL 18, 25 899644

Word in standard characters

Taiwan SUPERREAL 18, 25 95048244 01260063

Word in standard characters

United Kingdom SUPERREAL 18, 25 2430290 2430290

Word in standard characters

United States of America SUPERREAL 18 3312871 899644

Word in standard characters

United States of America SUPERREAL 25 78913273 3566023

Word in standard characters

Venezuela SUPERREAL 18 209292006 P278999

Word in standard characters

Venezuela SUPERREAL 25 209302006 P279000

Word in standard characters

WIPO SUPERREAL 18, 25 899644 899644

Word in standard characters

Argentina SURF CO CALIFORNIA 25 2713496



Stylised Word

Argentina SURF CO CALIFORNIA 18 2713495



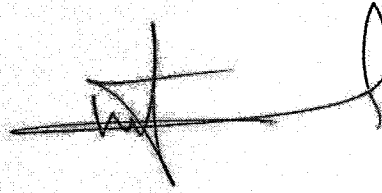
Stylised Word

Argentina SURF CO CALIFORNIA 18 2713111

Word in standard characters

EXECUTED AS A DEED by the parties on the date set out on the first page of this document

SIGNED by a Designated Member,)
for and on behalf of LAUNDRY)
ATHLETICS LLP.)
in the presence of:)



Witness Signature:


Paul Wakefield
PAUL WAKEFIELD

Witness Name:

Witness Address:

IRWIN MITCHELL SOLICITORS
IMPERIAL HOUSE
31 TEMPLE STREET
BIRMINGHAM
B2 5BB

SIGNED by a director for and on behalf)
of DKH RETAIL LIMITED)
in the presence of:)



Witness Signature:

Paul Wakefield
PAUL WAKEFIELD

Witness Name:

Witness Address:

IRWIN MITCHELL SOLICITORS
IMPERIAL HOUSE
31 TEMPLE STREET
BIRMINGHAM
B2 5BB