

**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>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Fame Jeans, Inc.		07/15/2010	CORPORATION: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Aktieselskabet AF 21		
<b>Street Address:</b>	Fredskovvej 5		
<b>City:</b>	7530 Brande		
<b>State/Country:</b>	DENMARK		
<b>Entity Type:</b>	COMPANY: DENMARK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3851780	JACK & JONES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)251-5732		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-368-4000		
<b>Email:</b>	ch.tm@dlapiper.com		
<b>Correspondent Name:</b>	Mark I. Feldman		
<b>Address Line 1:</b>	P.O. Box 64807		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60664		
<b>ATTORNEY DOCKET NUMBER:</b>	3851780		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Mark I. Feldman		
<b>Address Line 1:</b>	P.O. Box 64807		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60664		
<b>NAME OF SUBMITTER:</b>	Mark I. Feldman		

**900172989**

**TRADEMARK**  
**REEL: 004288 FRAME: 0486**

Signature:	/Mark I. Feldman/
Date:	09/23/2010
Total Attachments: 3 source=78979323Trademark Assignment for Child#page1.tif source=78979323Trademark Assignment for Child#page2.tif source=78979323Trademark Assignment for Child#page3.tif	

## TRADEMARK ASSIGNMENT

This Trademark Assignment ("Trademark Assignment") is made by and between Fame Jeans, Inc. a Canadian corporation, whose address is 850 McCaffrey Street, St. Laurent, Quebec, Canada H4T 1N1 ("Assignor") and Aktieselskabet AF 21, November 2001, a Danish company whose address is Fredskovvej 5, 7530 Brande, Denmark ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the trademarks and trademark application for JACK & JONES, Serial No. 78/979323 ("Application") including all common law and statutory right, title and interest, together with the good will related thereto and has an ongoing and existing business pertaining to the trademark ("Trademark");

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Trademark and the good will of the business associated with the aforesaid Trademark;

WHEREAS, in connection with that certain Settlement Agreement dated as of July 15, 2010, to which Assignor is a signatory, ("Settlement Agreement"), Assignor agreed to transfer, assign and deliver to Assignee all of Assignor's right, title and interest in the Trademark, and the good will associated with and symbolized by the Trademark; and

WHEREAS, in connection with the Settlement Agreement, Assignee is acquiring the portion of business thereof to which the Trademark pertains.

NOW, THEREFORE, for \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and sets over to Assignee, its successors, legal representatives and assigns, all right, title and interest of Assignor in and to the Trademark, including but not limited to all common law and statutory rights related thereto, and the Application and any registration, any renewals and extensions that may be granted thereon, and the entire portion of its ongoing business pertaining to the Trademark including but not limited to its clothing designs, CAD images of same, invoices, labels, hang tags, advertisements and customer lists, and the right to recover for damages and profits for past infringement of the Trademark, together with all of the good will of the business associated with the Trademark.

The effective date of this Trademark Assignment is the date the aforesaid Application issues as a registration, or such earlier date that Assignee may choose in its sole discretion by providing notice of such date in writing to Assignor, that is after the effective date of the Settlement Agreement.

**IN WITNESS WHEREOF**, the undersigned have caused this Trademark Assignment to be executed by their respective duly authorized officers effective as of the date first set forth below.

**FAME JEANS, INC.**

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: July 15, 2010

**AKTIESELSKABET AF 21, NOVEMBER 2001**

By:  \_\_\_\_\_

Title: CEO \_\_\_\_\_

Date: July 15, 2010

**IN WITNESS WHEREOF**, the undersigned have caused this Trademark Assignment to be executed by their respective duly authorized officers effective as of the date first set forth below.

**FAME JEANS, INC.**

By:  \_\_\_\_\_

Title: \_\_\_\_\_

Date: July 15, 2010

**AKTIESELSKABET AF 21, NOVEMBER 2001**

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: July 15, 2010