

TRADEMARK ASSIGNMENT

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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
Fame Jeans, Inc.		07/15/2010	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Aktieselskabet AF 21, November 2001		
Street Address:	Fredskovvej 5		
City:	7530 Brande		
State/Country:	DENMARK		
Entity Type:	CORPORATION: DENMARK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78350085	JACK & JONES	
CORRESPONDENCE DATA			
Fax Number:	(312)251-2897		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312.368.4000		
Email:	ch.tm@dlapiper.com		
Correspondent Name:	Mark I. Feldman		
Address Line 1:	P.O. Box 64807		
Address Line 4:	Chicago, ILLINOIS 60664-0807		
ATTORNEY DOCKET NUMBER:	361383-1 #78/350085		
DOMESTIC REPRESENTATIVE			
Name:	Mark I. Feldman		
Address Line 1:	P.O. Box 64807		
Address Line 2:	DLA Piper LLP (US)		
Address Line 4:	Chicago, ILLINOIS 60664-0807		

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NAME OF SUBMITTER:	Mark I. Feldman
Signature:	/mark i feldman/
Date:	10/08/2010
Total Attachments: 3 source=Jack & Johns # 78-350085 Trademark Assignment#page1.tif source=Jack & Johns # 78-350085 Trademark Assignment#page2.tif source=Jack & Johns # 78-350085 Trademark Assignment#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 No. 78/350085 for JACK & JONES ("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 that Serial No. 78/979323 for the mark JACK & JONES 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