

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
Pepe Jeans London, LLC		10/25/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Royal Rivet, LLC		
Street Address:	1385 Broadway		
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:	77551735	ROYAL RIVET	
CORRESPONDENCE DATA			
Fax Number:	(212)336-8001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-336-8000		
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:	72878-0003		
NAME OF SUBMITTER:	Chester Rothstein		
Signature:	/Chester Rothstein/		
Date:	10/29/2010		

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Total Attachments: 1

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ASSIGNMENT

THIS ASSIGNMENT is dated and effective as of October 12, 2010.


WHEREAS, Pepe Jeans London, LLC, a Delaware corporation with an office and place of business at 1385 Broadway, New York, NY 10018 (“Assignor”), is the owner of all right, title and interest in and to (i) the mark ROYAL RIVET; (ii) U.S. Application Serial No. 77/551735 for the mark ROYAL RIVET as applied to “Clothing, namely, jeans, skirts, blouses, pants, pull over sweaters, dresses, sweaters, jackets, shirts, sweat shirts, caps, and t-shirts” (subparts (i) and (ii) above, collectively and individually, the “Mark”); and (iii) all goodwill associated with the Mark; and

WHEREAS, Royal Rivet, LLC, a New York limited liability company with an office and place of business at 1385 Broadway, New York, NY 10018 (“Assignee”), desires to acquire all of Assignor’s right, title and interest in and to the Mark and the goodwill associated with the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, all of Assignor’s right, title and interest in and to the Mark, together with the goodwill of the business symbolized thereby and/or associated therewith. To the extent this Assignment concerns and/or involves marks that are the subject of Intent-To-Use applications under §1(b) of the U.S. Trademark Act, 15 U.S.C. Section 1051(b), for which Statements of Use have not yet been filed in the U.S. Patent and Trademark Office, this Assignment is to a successor to the business of the Assignor or to a successor to the segment and/or portion of the Assignor’s business to which such marks specifically pertain.


IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by its duly authorized officers, effective as of the day and year above stated.

PEPE JEANS LONDON, LLC



Name: **ZIAD JBARA**
Title: **President**
Date: **OCT. 25, 2010**

ROYAL RIVET, LLC



Name: **ZIAD JBARA**
Title: **President**
Date: **OCT. 25, 2010**