

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
William Hollins & Company Limited		02/05/2009	COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Laskari Holdings Limited		
Street Address:	116 Main Street, 2nd Floor		
City:	Road Town Tortola		
State/Country:	BRITISH VIRGIN ISLANDS		
Entity Type:	COMPANY: BRITISH VIRGIN ISLANDS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3656407	VIYELLA	
Registration Number:	0403934	VIYELLA	
Registration Number:	0063690	VIYELLA	
Registration Number:	0074515	VIYELLA	
CORRESPONDENCE DATA			
Fax Number:	(704)444-1111		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	704-444-1000		
Email:	elaine.hunt@alston.com		
Correspondent Name:	Martha Gayle Barber		
Address Line 1:	101 South Tryon Street, Suite 4000		
Address Line 2:	Alston & Bird LLP		
Address Line 4:	Charlotte, NORTH CAROLINA 28280-4000		
ATTORNEY DOCKET NUMBER:	45160/332308		
DOMESTIC REPRESENTATIVE			

OP \$115.00 3656407

Name: Martha Gayle Barber
Address Line 1: 101 South Tryon Street, Suite 4000
Address Line 2: Alston & Bird LLP
Address Line 4: Charlotte, NORTH CAROLINA 28280-4000

NAME OF SUBMITTER:	Elaine B. Hunt
Signature:	/Elaine B. Hunt/
Date:	11/18/2010

Total Attachments: 5
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GENERAL ASSIGNMENT OF INTELLECTUAL PROPERTY

THIS ASSIGNMENT, (the "ASSIGNMENT"), is made between *William Hollins & Company Limited*, (in Creditors' Voluntary Liquidation) (Company Number 00151652), whose registered office is at 35 Ludgate Hill Birmingham B3 1EH, England ("Assignor") and *Laskari Holdings Limited*, with its registered office at 2nd Floor, 116 Main Street, P.O. Box 3342, Road Town Tortola, British Virgin Islands ("Assignee").

WHEREAS the Assignor is the exclusive and record owner of the entire right, title and interest in and to the U.S. trademarks, and the registrations and applications listed in Schedule "A" attached hereto (such marks, applications and registrations hereafter referred to as the "Registrations") and the copyright and design listed in Schedule "B" attached hereto (the "Copyright and Design," collectively, with the Registrations, the "Intellectual Property").

WHEREAS the Assignor intended to use the mark **VIYELLA** in commerce in the United States and filed an application, (now assigned Serial No. 77/260382), indicating that intention, but had not filed an Allegation of Use under Section 1(c) or 1(d) of the Trademark Act prior to the Assignment.

WHEREAS the Assignor (acting by its Liquidator) is assigning the mark in the above-identified application as a part of the transfer of the entire business, or portion thereof, to which the mark pertains as required by 15 U.S.C. § 1060 and the Assignee is desirous of acquiring all the Intellectual Property.

NOW BY THIS DEED, the Assignor (acting by its Liquidator, Andrew Turpin of Poppleton and Appleby 35 Ludgate Hill Birmingham B3 1EH (the "Liquidator") agrees to sell, assign, transfer and convey to the Assignee, all of Assignor's right, title and interest in and to all the Intellectual Property.

NOW THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR acting by the Liquidator does hereby assign, transfer and sell unto the ASSIGNEE the Assignor's entire right, title and interest in and to all the Intellectual Property together with the goodwill of the business appurtenant to and symbolized by the Registrations, and all rights of action against third parties for past infringement thereof, the same to be held and enjoyed by the ASSIGNEE as fully and entirely as the same would have been held by the ASSIGNOR had this transfer, assignment and sale not been made.


The ASSIGNOR (acting by the Liquidator) confirms that it will not execute any agreement in conflict herewith, and that it will (at the Assignee's expense) execute any and all other instruments which may be necessary to perfect and evidence the ASSIGNEE's ownership of the property and rights herein conveyed (provided only that the Liquidator retains office in respect of the Assignor and such instruments are first approved by the Liquidator or his solicitors).

THE ASSIGNEE AND ASSIGNOR AGREE that in negotiation and completion of this Assignment the Liquidator is acting only as agent of the Assignor and that notwithstanding that this Assignment shall have been signed by the Liquidator on behalf of the Assignor it is expressly agreed and declared that no personal liability under or in connection with this Assignment shall fall on the Liquidator, his firm, partners, employees or agents.

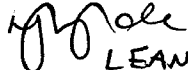
THIS ASSIGNMENT shall be construed and governed in all respects in accordance with English law and shall be subject to the exclusive jurisdiction of the English courts.

IN WITNESS WHEREOF, the ASSIGNOR (acting by the Liquidator) has caused this Assignment to be executed effective as of 5 February 2009.


SIGNED AS A DEED BY THE ASSIGNOR acting by the Liquidator as its agent and without personal liability in the presence of:




Andrew Turpin

Witness signature 
Witness name LEANNE WYLOE
Witness address 35 LUOGATE HILL, BIRMINGHAM, B3 1EH

SIGNED AS A DEED BY LASKARI HOLDINGS LIMITED
Acting by one Director in the presence of:



By: ELIZABETH LE POIDEVIN
Title: DIRECTOR

Witness signature 
Witness name IAN RITCHIE
Witness address C10 LA MOTTE CHAMBERS
ST. HELIER
JERSEY
JE1 1PB

SCHEDULE "A"
U.S. Registrations and Applications

Mark	Registration No./ Application No.	Registered/ Filed
VIYELLA	77/260382	08/21/2007
VIYELLA	403,934	10/26/1943
VIYELLA	63,690	07/02/1907
VIYELLA	74,515.	07/20/1909

SCHEDULE "B"
U.S. Copyright Registration

Title	Registration No.	Registered
Viyella check	VA 0000166192	02/06/1984

LEGAL02/31315786v1

RECORDED: 11/19/2010

TRADEMARK
REEL: 004418 FRAME: 0713