

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
DDK APPAREL INC.		10/25/2010	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	BRAND MATTER, LLC		
Street Address:	1411 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3604958	CARIBBEAN PALMS	
CORRESPONDENCE DATA			
Fax Number:	(703)413-2220		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-413-3000		
Email:	tmdocket@oblon.com, ndyson@oblon.com		
Correspondent Name:	Roberta S. Bren & Oblon, Spivak, et al.		
Address Line 1:	1940 Duke Street		
Address Line 4:	Alexandria, VIRGINIA 22314		
ATTORNEY DOCKET NUMBER:	371420US35		
NAME OF SUBMITTER:	Roberta S. Bren		
Signature:	/Roberta S. Bren/nmd/		
Date:	01/10/2011		

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Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Ddk Apparel Inc., a Canadian corporation with a place of business at 9500 Meilleur Street, Suite 701, Montreal H2N 2C1, Quebec, Canada, hereinafter referred to as the "Assignor", owns the trademark and registrations set forth in Schedule A attached hereto, and

WHEREAS, B&and Matter, LLC, a limited liability company of Delaware with a place of business at 1411 Broadway, New York, NY 10018, hereinafter referred to as the "Assignee", is desirous of acquiring said trademarks, the goodwill of the business associated with said trademarks and the registrations therefor;

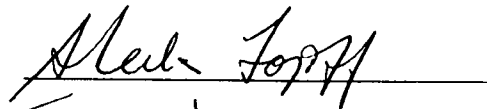
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged by said Assignor, said Assignor, does hereby sell, transfer, convey and assign unto the said Assignee, its successors, and assigns, all right, title and interest in and to the trademarks and registrations set forth in Schedule A attached hereto, together with the goodwill of the business in connection with which the said trademarks are used and the right to sue for past infringements thereof.

Assignor also agrees that upon request, it will execute any and all documents necessary to vest all rights, title and interest to Assignee for CARIBBEAN PALMS and any other applications and/or registrations.

IN WITNESS WHEREOF, the Assignor has caused this document to be executed this 25th day of OCTOBER, 2010.

DDK APPAREL INC.

By:



Name:

SHEILA LOZOFF

Title:

SECRETARY-TREASURER

Schedule A

CARIBBEAN PALMS U.S. Registration No. 3,604,958 dated April 14, 2009

CARIBBEAN PALMS Canadian Registration No. TMA722,844 dated Sept. 3, 2008