

Assignment

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<b>TRADEMARK ASSIGNMENT</b>
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Electronic Version v1.1

Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	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>
E.S. Originals, Inc.		11/01/2010	CORPORATION: New York
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	adidas AG		
<b>Street Address:</b>	Adi-Dassler-Str.1		
<b>City:</b>	D-91074 Herzogenaurach		
<b>State/Country:</b>	GERMANY		
<b>Entity Type:</b>	JOINT STOCK COMPANY: Germany		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2945028	SOFT-CELL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(845)359-7798		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	845-359-7700		
<b>Email:</b>	anotaro@notaromichalos.com		
<b>Correspondent Name:</b>	Notaro, Michalos & Zaccaria P.C.		
<b>Address Line 1:</b>	100 Dutch Hill Road		
<b>Address Line 4:</b>	Orangeburg, NEW YORK 10962		
<b>ATTORNEY DOCKET NUMBER:</b>	J287-844		
<b>DOMESTIC REPRESENTATIVE</b>			

Assignment

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<b>Name:</b>	Notaro, Michalos & Zaccaria P.C.
<b>Address Line 1:</b>	100 Dutch Hill Road
<b>Address Line 4:</b>	Orangeburg, NEW YORK 10962
<b>NAME OF SUBMITTER:</b>	Angelo Notaro
<b>Signature:</b>	/J287-844-AN-DF/
<b>Date:</b>	01/05/2011
<b>Total Attachments: 1</b> source=J287-844-Assignment#page1.tif	
<b>RECEIPT INFORMATION</b>	
<b>ETAS ID:</b>	TM191292
<b>Receipt Date:</b>	01/05/2011
<b>Fee Amount:</b>	\$40

## TRADEMARK ASSIGNMENT

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Address Line 1:	100 Dutch Hill Road		
Address Line 4:	Orangeburg, NEW YORK 10962		
NAME OF SUBMITTER:	Angelo Notaro		

OP \$40.00 2945028

O:NOTARO, MICHALOS & ZACCARIA P.C. COMPANY:100 DUTCH HILL ROAD

Signature:	/J287-844-AN-DF/
Date:	01/05/2011
Total Attachments: 1 source=J287-844-Assignment#page1.tif	

**EXHIBIT 1**

**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT ("Assignment"), dated as of November 1, 2010 (the "Effective Date"), is made by and between E.S. Originals, Inc. ("Assignor") and adidas AG ("Assignee").

**WHEREAS**, Assignor is the owner of the mark SOFT-CELL as reflected in United States Trademark Registration No 2,945,028, together with the goodwill of the business associated therewith or symbolized thereby (collectively, the "Trademark");

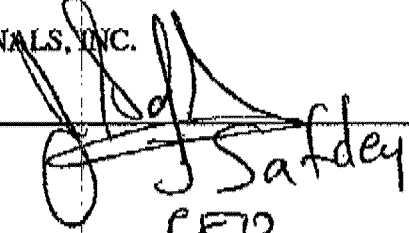
**WHEREAS**, Assignor wishes to assign the Trademark to Assignee;

**NOW, THEREFORE**, in consideration of the premises and covenants set forth herein and in the Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark.
2. Cooperation. The parties shall cooperate to execute and deliver such other documents and take all such other actions as reasonably necessary to effect the intent hereof.
3. Counterparts. This Assignment may be executed in any number of counterparts, each of which shall be deemed to be an original, and all of which together shall constitute one and the same instrument.

**IN WITNESS WHEREOF**, Assignor and Assignee each has caused this instrument to be executed by its respective duly authorized representative as of the Effective Date.

E.S. ORIGINALS, INC.

By: 

Name: \_\_\_\_\_

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

J Safdeye  
CEO