

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
|-------------------|----------|----------------|----------------------|
| Oxford Industries | | 01/03/2011 | CORPORATION: GEORGIA |

RECEIVING PARTY DATA

| | |
|------------------------|---------------------------------|
| Name: | KVZ INTERNATIONAL LIMITED |
| Street Address: | 222 Piedmont Ave., NE |
| City: | Atlanta |
| State/Country: | GEORGIA |
| Postal Code: | 30308 |
| Entity Type: | COMPANY: BRITISH VIRGIN ISLANDS |

PROPERTY NUMBERS Total: 21

| Property Type | Number | Word Mark |
|----------------------|---------|-----------------------|
| Registration Number: | 1605723 | CATTLEMAN |
| Registration Number: | 1731204 | CATTLEMAN |
| Registration Number: | 3403259 | COLLEGIATE FIT |
| Registration Number: | 1685405 | COUNTRY CHARMERS |
| Registration Number: | 2031132 | CUMBERLAND OUTFITTERS |
| Registration Number: | 2983655 | EASY MOTION |
| Registration Number: | 3559132 | ECO-COT |
| Registration Number: | 0955223 | ELY |
| Registration Number: | 2703121 | ELY CASUALS |
| Registration Number: | 1690259 | ELY DIAMOND |
| Registration Number: | 1674367 | ELY PLAINS |
| Registration Number: | 3699450 | ENERGY SAVING |
| Registration Number: | 3283679 | KONA WIND |
| Registration Number: | 3283345 | LIQUID SILK |

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900185875

**TRADEMARK
 REEL: 004492 FRAME: 0988**

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|----------------------|---------|---------------------|
| Registration Number: | 3686821 | METRO LONDON |
| Registration Number: | 1555819 | OXFORD SHIRTMAKERS |
| Registration Number: | 2983674 | POWER SWING |
| Registration Number: | 3236105 | RING FREE |
| Registration Number: | 1258607 | T. AUSTIN |
| Registration Number: | 3406287 | TRUST THE TRADITION |
| Registration Number: | 2992885 | WIND GEAR |

CORRESPONDENCE DATA

Fax Number: (212)632-5555
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2126325500
Email: ccantarella@salans.com
Correspondent Name: Claudia Cantarella
Address Line 1: Rockefeller Center, 620 Fifth Avenue
Address Line 4: New York, NEW YORK 10020

| | |
|-------------------------|----------------------|
| ATTORNEY DOCKET NUMBER: | 0208586.0110 |
| NAME OF SUBMITTER: | Claudia Cantarella |
| Signature: | /claudia cantarella/ |
| Date: | 03/08/2011 |

Total Attachments: 5
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into and made effective as of January 3, 2011, between OXFORD INDUSTRIES, INC. a Georgia corporation ("OXM"), PIEDMONT APPAREL CORP., a Delaware corporation ("PAC", together with OXM, the "Assignors"), and KVZ INTERNATIONAL LIMITED, a British Virgin Islands company ("Assignee").

WHEREAS, Assignors own all right, title and interest in and to the trademarks, service marks, logos, designs, names and trade names listed on the attached Schedule A (the "Trademarks"), all applications and registrations pertaining thereto, all common law rights associated therewith, together with all goodwill arising from use of and symbolized by said Trademarks;

WHEREAS, LF USA INC., a Delaware corporation ("LF USA"), Assignors, Oxford Products (International) Limited, a company organized under the laws of Hong Kong and Tommy Bahama International Pte. Ltd., a company organized under the laws of Singapore have entered into a Purchase Agreement dated as of November 22, 2010 (the "Purchase Agreement"), pursuant to which LF USA agrees to purchase certain assets from Assignors, including the Trademarks;

WHEREAS, LF USA and Assignee have entered into an Assignment and Assumption Agreement, dated as of the date hereof (the "Assignment and Assumption Agreement") pursuant to which LF USA assigned and transferred all of its right to acquire certain Business Intellectual Property (as defined in the Purchase Agreement), including the Trademarks, and obligation to assume certain liabilities relating to such Business Intellectual Property under the Purchase Agreement, and Assignee accepted such assignment and assumed such obligations under the Purchase Agreement; and

WHEREAS, Assignee desires to acquire from Assignors, and Assignors desire to transfer, assign and convey to Assignee, all of Assignors' right, title and interest in and to the Trademarks, on the terms and conditions set forth below.

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignors did and hereby do assign, convey and transfer to Assignee, its successors and permitted assigns, all of Assignors' right, title and interest, in and to the Trademarks, including all trademark applications and registrations therefor, any common law rights to such Trademarks, all goodwill of the business symbolized by the Trademarks, the portion of the business of Assignors to which any intent-to-use applications set forth on Schedule A pertains, as well as all claims and causes of action against third parties for any and all past infringements of the rights being assigned, and the right to collect and retain any proceeds therefrom; the aforesaid transferred rights, title and interests to be held and enjoyed by Assignee, its successors, and permitted assigns as fully and entirely as the same would have been held and enjoyed by Assignors had this Assignment not been made.

2. Further Assurances. Assignors hereby agree to execute, or cause to be executed, upon the reasonable request of Assignee, at Assignee's expense, such additional instruments, documents, declarations, consents and papers as are necessary to continue, secure, defend and register the Trademarks, and to otherwise give full effect to and to perfect the rights of Assignee under this Assignment, including, without limitation, all documents necessary to register in the name of Assignee the assignment of the Trademarks with the US Patent & Trademark Office, and with respect to any equivalent foreign rights, with any other appropriate trademark office or registrar.

3. Governing Law. This Assignment shall be governed by, and construed in accordance with, the laws of the State of New York and the applicable federal laws of the United States of America pursuant to Title 15 of the United States Code.

4. Counterparts. This Assignment may be executed in one or more counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument.

5. Binding Effect; Assignment. This Assignment and the respective rights, covenants, conditions and obligations of the parties hereunder and any instrument or agreement executed pursuant hereto shall be binding upon and enforceable by, and shall inure solely to the benefit of the parties hereunder and their respective heirs, successors and permitted assigns.

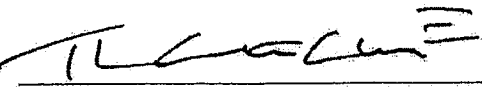
6. Section Titles. The titles of the sections of this Assignment are for convenience only and will not in any way affect the interpretation of any section or of the Assignment itself.

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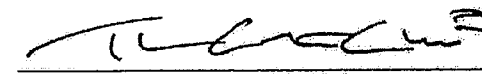
IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be duly executed in their respective names by their duly authorized representatives as of the date first set forth above.

ASSIGNORS:

OXFORD INDUSTRIES, INC.

By: 
Name: Thomas C. Chubb III
Title: President

PIEDMONT APPAREL CORP.

By: 
Name: Thomas C. Chubb III
Title: Vice President

ASSIGNEE:

KVZ INTERNATIONAL LIMITED

By: _____
Name:
Title:

[Signature Page to Trademark Assignment]

NewYork 1395818.1

TRADEMARK
REEL: 004492 FRAME: 0992

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be duly executed in their respective names by their duly authorized representatives as of the date first set forth above.

ASSIGNORS:

OXFORD INDUSTRIES, INC.

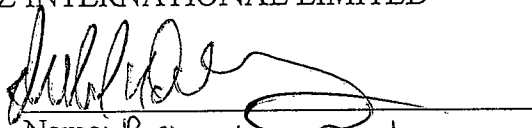
By: _____
Name:
Title:

PIEDMONT APPAREL CORP.

By: _____
Name:
Title:

ASSIGNEE:

KVZ INTERNATIONAL LIMITED

By: 
Name: Richard N. Darling
Title: Authorized Signatory

[Signature Page to Trademark Assignment]

SCHEDULE A

TRADEMARKS

| TRADEMARK | Serial Number | Registration Number | Registration Date | Int'l Class | Country | Owner |
|-----------------------|----------------------|----------------------------|--------------------------|--------------------|----------------|--------------|
| CATTLEMAN | 74007488 | 1605723 | July 10, 1990 | 25 | USA | OXM |
| CATTLEMAN | 74143636 | 1731204 | November 10, 1992 | 25 | USA | OXM |
| COLLEGIATE FIT | 78794558 | 3403259 | March 25, 2008 | 25 | USA | OXM |
| COUNTRY CHARMER | 002922805 | 002922805 | August 23, 2004 | 25 | CTM | OXM |
| COUNTRY CHARMERS | 74144591 | 1685405 | May 5, 1992 | 25 | USA | OXM |
| CUMBERLAND OUTFITTERS | 74689426 | 2031132 | January 14, 1997 | 25 | USA | OXM |
| EASY MOTION | 76530258 | 2983655 | August 9, 2005 | 25 | USA | OXM |
| ECO COT | 78930686 | 3559132 | January 6, 2009 | 25 | USA | OXM |
| ELY | 72410888 | 0955223 | March 13, 1973 | 25, 39 | USA | OXM |
| ELY CASUALS | 76280826 | 2703121 | April 1, 2003 | 25 | USA | OXM |
| ELY CATTLEMAN | 002922870 | 002922870 | August 23, 2004 | 25 | CTM | OXM |
| ELY DIAMOND | 74143649 | 1690259 | June 2, 1992 | 25 | USA | OXM |
| ELY PLAINS | 74143774 | 1674367 | February 4, 1992 | 25 | USA | OXM |
| ENERGY SAVING | 77211576 | 3699450 | October 20, 2009 | 25 | USA | OXM |
| KONA WIND | 78695361 | 3283679 | August 21, 2007 | 25 | USA | OXM |
| LIQUID SILK | ZC4772190SL | Pending | Pending | 25 | CHINA | OXM |
| LIQUID SILK | 94027442 | 1234580 | November 1, 2006 | 25 | TAIWAN | OXM |
| LIQUID SILK | 76530259 | 3283345 | August 21, 2007 | 25 | USA | OXM |
| METRO LONDON | 77365404 | 3686821 | September 22, 2009 | 25 | USA | OXM |
| OXFORD APPAREL | 1340904 | Pending | Pending | | CANADA | OXM |
| OXFORD SHIRTINGS | 73729102 | 1663863 | November 5, 1991 | 25 | USA | PAC |
| OXFORD SHIRTMAKERS | 1340908 | Pending | Pending | | CANADA | OXM |
| OXFORD SHIRTMAKERS | 73701682 | 1555819 | September 12, 1989 | 25 | USA | OXM |
| OXFORD TRAVELER | 1340907 | Pending | Pending | | CANADA | OXM |
| POWER SWING* | 76540278 | 2983674 | August 9, 2005 | 25 | USA | OXM |
| RING FREE | 4772191 | 4772191 | February 14, 2009 | 25 | CHINA | OXM |
| RING FREE | D00 2006 006491 | IDM000139800 | October 10, 2007 | 25 | INDONESIA | OXM |
| RING FREE | 2005050738 | 4919159 | December 22, 2005 | 25 | JAPAN | OXM |
| RING FREE | 94027444 | 1198521 | March 1, 2006 | 25 | TAIWAN | OXM |
| RING FREE | 593574 | Kor234294 | June 15, 2005 | 25 | THAILAND | OXM |
| RING FREE | 78723934 | 3236105 | May 1, 2007 | 25 | USA | OXM |
| T. AUSTIN | 73310511 | 1258607 | November 22, 1983 | 25 | USA | OXM |
| TRUST THE TRADITION | 77128003 | 3406287 | April 1, 2008 | 25 | USA | OXM |
| WIND GEAR* | 76530255 | 2992885 | September 6, 2005 | 25 | USA | OXM |