

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
Piedmont Apparel Corp.		01/03/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	KVZ International Limited		
Street Address:	Offshore Incorporations Centre		
Internal Address:	P.O. Box 957		
City:	Roadtown, Tortola		
State/Country:	BRITISH VIRGIN ISLANDS		
Entity Type:	COMPANY: BRITISH VIRGIN ISLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1663863	OXFORD SHIRTINGS	
CORRESPONDENCE DATA			
Fax Number:	(212)632-5555		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2126325500		
Email:	ccantarella@salans.com		
Correspondent Name:	Claudia Cantarella		
Address Line 1:	Rockefeller Center, 620 Fifth Ave		
Address Line 2:	c/o Salans		
Address Line 4:	New York, NEW YORK 10020		
ATTORNEY DOCKET NUMBER:	0208586.0110		
DOMESTIC REPRESENTATIVE			
Name:	Claudia Cantarella		
Address Line 1:	620 Fifth Avenue		
Address Line 2:	c/o Salans, Rockefeller Center		

CH \$40.00 1663863

900185880

**TRADEMARK
 REEL: 004493 FRAME: 0023**

Address Line 4: New York, NEW YORK 10020

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.

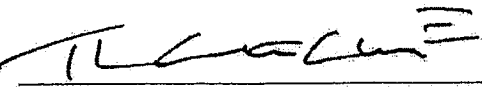
6. Section Titles. The titles of the sections of this Assignment are for convenience only and will not in any way affect the interpretation of any section or of the Assignment itself.

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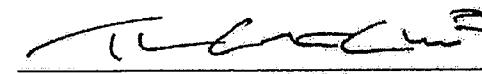
IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be duly executed in their respective names by their duly authorized representatives as of the date first set forth above.

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: 004493 FRAME: 0027

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.

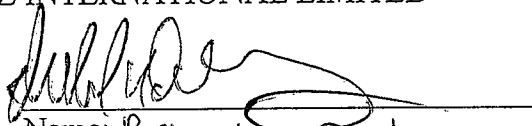
By: _____
Name:
Title:

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