

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
Island Pacific, Inc.		12/21/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	3Q Holdings Limited		
Street Address:	Ground Floor, 35 Spring Street		
City:	Bondi Junction		
State/Country:	AUSTRALIA		
Postal Code:	NSW 2022		
Entity Type:	COMPANY: AUSTRALIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3203434	ISLAND PACIFIC	
CORRESPONDENCE DATA			
Fax Number:	(858)793-9603		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	8587939601		
Email:	malte@farnaeslaw.com		
Correspondent Name:	Malte L. L. Farnaes		
Address Line 1:	505 North Highway 101; Suite A		
Address Line 4:	Solana Beach, CALIFORNIA 92075		
DOMESTIC REPRESENTATIVE			
Name:	David Rosen		
Address Line 1:	17310 REd Hill Avenue		
Address Line 2:	Suite 320		
Address Line 4:	Irvine, CALIFORNIA 92614		
NAME OF SUBMITTER:	Malte Farnaes		

OP \$40.00 3203434

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TRADEMARK
REEL: 004493 FRAME: 0150

Signature:	/Malte Farnaes/
Date:	03/08/2011
Total Attachments: 4 source=trademark-transfer-IPI_2007#page1.tif source=trademark-transfer-IPI_2007#page2.tif source=trademark-transfer-IPI_2007#page3.tif source=trademark-transfer-IPI_2007#page4.tif	

ASSIGNMENT

WHEREAS, Island Pacific, Inc., a Delaware corporation, ("Assignor"), is the owner of the word mark "ISLAND PACIFIC" registered with United States Patent and Trademark Office as serial number 78543132 (the "Mark");

WHEREAS, Assignor, 3Q Holdings Limited ACN 089 058 293 ("Assignee"), [3Q's UK Subsidiary] and Applied Retail Solutions, Inc. ("ARS") are parties to an Asset Purchase Agreement dated as of October 31, 2007 ("Purchase Agreement"); and

WHEREAS, Assignee desires to acquire Assignor's right, title and interest in the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, and pursuant to the Purchase Agreement, Assignor sells, assigns and transfers its entire right, title and interest in and to the Mark to Assignee, to be held and enjoyed by Assignee for its own use and benefit, and for its legal representatives and assigns, to the full end of the term for which any trademark or other right pertaining to the Mark is granted, as fully and entirely as it would have been held by Assignor had this assignment not been made.

Assignor further agrees to execute, deliver and record all instruments and documents as necessary to carry out the purpose of this Assignment as may be requested by Assignee from time to time.

[Signature Page Follows]

Executed as of December 21, 2007

Island Pacific, Inc.,
a Delaware corporation

By: [Signature]

Title: CEO

STATE OF California)
COUNTY OF San Diego)

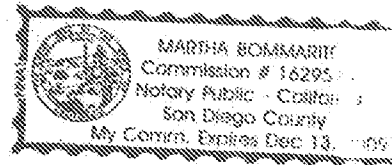
On Dec. 20, 2007, before me, Martha Bommarito, Notary Public, personally appeared Barry Schocker,

personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[Signature]
Notary Public in and for said
County and State

[SEAL]



ASSIGNMENT

WHEREAS, Island Pacific, Inc., a Delaware corporation, ("Assignor"), is the owner of the word mark "ISLAND PACIFIC" registered with United States Patent and Trademark Office as serial number 78543132 (the "Mark");

WHEREAS, Assignor, 3Q Holdings Limited ACN 089 058 293 ("Assignee"), [3Q's UK Subsidiary] and Applied Retail Solutions, Inc. ("ARS") are parties to an Asset Purchase Agreement dated as of October 31, 2007 ("Purchase Agreement"); and

WHEREAS, Assignee desires to acquire Assignor's right, title and interest in the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, and pursuant to the Purchase Agreement, Assignor sells, assigns and transfers its entire right, title and interest in and to the Mark to Assignee, to be held and enjoyed by Assignee for its own use and benefit, and for its legal representatives and assigns, to the full end of the term for which any trademark or other right pertaining to the Mark is granted, as fully and entirely as it would have been held by Assignor had this assignment not been made.

Assignor further agrees to execute, deliver and record all instruments and documents as necessary to carry out the purpose of this Assignment as may be requested by Assignee from time to time.

[Signature Page Follows]

Executed as of December 4, 2007

Island Pacific, Inc.,
a Delaware corporation

By: [Signature]
Title: CEO

STATE OF California)
COUNTY OF San Diego)

On Dec. 30, 2007, before me, Martha Bommarito, Notary Public, personally appeared Darryl Schochler,

personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[Signature]
Notary Public in and for said
County and State

[SEAL]

