

**TRADEMARK ASSIGNMENT**

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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Rock and Roll Religion, Inc.		03/08/2011	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	EI Acquisition LLC
<b>Street Address:</b>	1370 Broadway, Suite 1107
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10018
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK

**PROPERTY NUMBERS Total: 19**

Property Type	Number	Word Mark
Registration Number:	3747652	ENGLISH LAUNDRY
Registration Number:	2894885	ENGLISH LAUNDRY
Registration Number:	3687117	ENGLISH ROSE BY ENGLISH LAUNDRY
Registration Number:	3753271	ENGLISH ROSE BY ENGLISH LAUNDRY
Registration Number:	3758885	ELEGANT ARROGANT ENGLISH
Serial Number:	77622464	ENGLISH LAUNDRY
Serial Number:	77622500	ENGLISH LAUNDRY
Serial Number:	77876872	ENGLISH LAUNDRY
Serial Number:	77477808	CLEAN LAUNDRY BY ENGLISH LAUNDRY
Serial Number:	77345644	ENGLISH LAUNDRY HOME
Serial Number:	77294503	ENGLISH HEROES BY ENGLISH LAUNDRY
Serial Number:	77731504	ENGLISH LAUNDRY FORGED METAL
Serial Number:	85094654	THE CLASSIC COLLECTION BY ENGLISH LAUNDRY
Serial Number:	77425262	THE PEOPLES ARMY BY ENGLISH LAUNDRY

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Serial Number:	85092221	LIONS CREST BY ENGLISH LAUNDRY
Serial Number:	85102160	LIONS CREST BY ENGLISH LAUNDRY
Serial Number:	85062586	TRUE ENGLISH BY CHRISTOPHER WICKS
Serial Number:	77356798	WASHABLE SHOES BY ENGLISH LAUNDRY
Serial Number:	77477810	WORK SHIRT BY ENGLISH LAUNDRY

**CORRESPONDENCE DATA**

Fax Number: (212)484-3990  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212 484 3900  
Email: branch.tanya@arentfox.com  
Correspondent Name: Marylee Jenkins  
Address Line 1: Arent Fox LLP  
Address Line 2: 1675 Broadway  
Address Line 4: New York, NEW YORK 10019

NAME OF SUBMITTER:	Marylee Jenkins
Signature:	/Marylee Jenkins/
Date:	03/15/2011

**Total Attachments: 4**  
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**ASSIGNMENT OF U.S. TRADEMARKS AND  
POWER OF ATTORNEY**

**WHEREAS, ROCK AND ROLL RELIGION, INC. ("R&R")**, a California corporation, with its principal offices at 3131 South Broadway, Los Angeles, California 90007 and **CHRISTOPHER WICKS ("Wicks")**, an individual with an address at 3131 South Broadway, Los Angeles, California 90007, (R&R and Wicks collectively, "Assignor"), have agreed pursuant to the Asset Purchase Agreement dated as of March 8, 2011 between Assignor and **EL ACQUISITION LLC**, a New York limited liability company, with its principal offices at 1370 Broadway, Suite 1107, New York, New York 10018 ("Assignee") (the "Agreement") to assign all of their and shall cause their affiliates to so assign all of their respective right, title and interest in and to the trademarks as set forth in Attachment 1 hereto, including but not limited to the pending applications as set forth in Attachment 1 hereto, any registrations that may issue therefrom and all common law rights associated with such trademarks to the extent that such common law rights exist (the "Marks"), to Assignee; and

**WHEREAS**, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Marks, and the goodwill associated therewith.

**NOW, THEREFORE**, in consideration of the mutual covenants and agreements set forth in the Agreement, and for other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the Parties hereto agree as follows:

Assignor hereby conveys, transfers, assigns, delivers and contributes to Assignee all of Assignor's right, title and interest of whatever kind in and to the Marks, as set forth on Schedule 1 hereto, together with the goodwill of the business associated therewith, free and clear of all liens and encumbrances of any nature.

Assignor further hereby agrees that Assignee shall have the right to record this instrument of assignment in the United States Patent and Trademark Office so as to establish Assignee as owner of record of the Marks.

Assignor further hereby revokes all previous powers of attorney related to the Marks as set forth on Schedule 1 hereto and appoints Assignee, with full power of substitution and revocation vested in Assignee, to prepare and execute on Assignor's behalf, any documents necessary or required by the United States Patent and Trademark Office in connection with and to demonstrate Assignor's consent to use, register, and/or attempt to register the marks as set forth on Schedule 1 hereto by Assignee and its successors and assigns.

Assignor further agrees, at the request of Assignee and without charge or cost to Assignee, promptly to (i) execute and have executed and cause affiliates to execute any and all other documents of any kind whatsoever, and to provide whatever information may be required to carry out the terms and intent of this Assignment; and (ii) fully

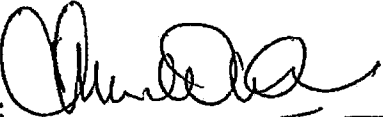
cooperate with Assignee, as reasonably required, to enable Assignee to duly record this instrument of assignment with the United States Patent and Trademark Office so that Assignee's ownership of the Marks is duly made of record.

This Assignment of Trademarks and Power of Attorney shall be binding upon and inure to the benefit of the parties hereto, and their successors and assigns.

IN WITNESS WHEREOF, Assignor has executed this Assignment at Los Angeles, California on March 8, 2011.

**ASSIGNOR**

**ROCK AND ROLL RELIGION, INC.**



By:   
\_\_\_\_\_  
Christopher Wicks, President

  
\_\_\_\_\_  
**CHRISTOPHER WICKS, individually**

Attachment 1

**SCHEDULE OF TRADEMARKS**

MARK	COUNTRY	SERIAL NO. FILING DATE	REG NO. REG. DATE
ENGLISH LAUNDRY	US	77622420	3747652
		11-26-2008	02-09-2010
ENGLISH LAUNDRY	US	77622464	
		11-26-2008	
ENGLISH LAUNDRY	US	77622500	
		11-26-2008	
ENGLISH LAUNDRY	US	76552590	2894885
		10-20-2003	10-19-2004
ENGLISH LAUNDRY	US	77876872	
		11-19-2009	
CLEAN LAUNDRY BY ENGLISH LAUNDRY	US	77477808	
		05-19-2008	
ENGLISH LAUNDRY HOME	US	77345644	
		12-06-07	
ENGLISH HEROES BY ENGLISH LAUNDRY	US	77294503	
		10-02-2007	
ENGLISH LAUNDRY FORGED METAL	US	77731504	
		05-07-2009	
ENGLISH ROSE	US	78906742	
		06-13-2006	
ENGLISH ROSE BY ENGLISH LAUNDRY	US	77498998	3687117
		06-13-2008	09-22-2009
ENGLISH ROSE BY ENGLISH LAUNDRY	US	77700253	3753271
		03-26-2009	02-23-2010
THE CLASSIC COLLECTION BY ENGLISH LAUNDRY	US	85094654	
		07-28-2010	
THE PEOPLES ARMY BY ENGLISH LAUNDRY	US	77425262	
		03-18-2008	

MARK	COUNTRY	SERIAL NO. FILING DATE	REG NO. REG. DATE
	US	85092221 07-24-2010	
	US	85102160 08-06-2010	
ELEGANT ARROGANT ENGLISH	US	77622589 11-26-2008	3758885 03-09-2010
TRUE ENGLISH BY CHRISTOPHER WICKS	US	85062586 06-14-2010	
WASHABLE SHOES BY ENGLISH LAUNDRY	US	77356798 12-20-2007	
WORK SHIRT BY ENGLISH LAUNDRY	US	77477810 05-19-2008	
KINGS ROAD, LONDON	US	77290266 09-27-2007	
KINGS ROAD LONDON BY ENGLISH LAUNDRY	US	77622561 11-26-2008	
LIFESTYLIST BY CHRISTOPHER WICKS	US	77302184 10-11-2007	
CARNABY STREET LONDON	US	77290263 09-27-2007	