

**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
Fortune Fashions Industries LLC		03/10/2011	LIMITED LIABILITY COMPANY: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	Credit Managers Association of California
Doing Business As:	DBA Credit Management Association
Street Address:	40 East Verdugo Avenue
City:	Burbank
State/Country:	CALIFORNIA
Postal Code:	91510
Entity Type:	CORPORATION: CALIFORNIA

**PROPERTY NUMBERS Total: 41**

Property Type	Number	Word Mark
Registration Number:	1409522	ALABUY
Registration Number:	3071845	AMERICAN CHEEZE
Registration Number:	2957125	BEST PALS
Registration Number:	3163903	CHOICE CUTS
Registration Number:	2982157	CUSTOM '77
Registration Number:	3194867	DOLL FACE
Registration Number:	3208182	ELECTRIC VINYL
Registration Number:	1822043	ESTILO
Registration Number:	2991878	FAKEID
Registration Number:	2900435	FAME & FORTUNE
Registration Number:	2980921	FFI
Registration Number:	2420628	FORTUNE FASHIONS
Registration Number:	1653327	HRLA

CH \$1040.00 1409522

Registration Number:	3280913	IRON RULE
Registration Number:	2976524	JUDY ANN
Registration Number:	3217708	MAKE CENT\$
Registration Number:	1797069	MAZE
Registration Number:	3143087	METHOD RESEARCH
Registration Number:	3356855	MODERN LUX
Registration Number:	3094366	NOWHERESVILLE
Registration Number:	3086472	NSANE INDUSTRIES
Registration Number:	3415602	ORBIT BRAND
Registration Number:	3807853	PARTS & LABOR
Registration Number:	3163698	PEACE, LOVE & TEES
Registration Number:	3677662	PUBLIC NOTICE
Registration Number:	3301669	RIPCORD
Registration Number:	2973282	SEA ANGEL
Registration Number:	2141862	SEA ANGEL
Registration Number:	3248302	SHIRTS HAPPEN
Registration Number:	3224641	STAGE DIVE
Registration Number:	3206976	STRANDED
Registration Number:	3718989	STRANDED
Registration Number:	3166801	SUGAR COATED
Registration Number:	3254161	SUPERSHINY
Registration Number:	3423948	TELL THE PEOPLE
Registration Number:	3360848	THE EASY LIFE
Serial Number:	85079570	BLUE BIRD
Serial Number:	77829191	CRAFT SCHOOL
Serial Number:	77190110	LIGHTNING BOLT
Serial Number:	77553947	MAKE IT U
Serial Number:	85006830	UNION TRADE

**CORRESPONDENCE DATA**

Fax Number: (818)827-9099  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 8188279000  
Email: agrabell@ebg-law.com  
Correspondent Name: J. Alison Grabell  
Address Line 1: 21650 Oxnard Street  
Address Line 2: Suite 500

**TRADEMARK**  
**REEL: 004501 FRAME: 0244**

Address Line 4: Woodland Hills, CALIFORNIA 91367

ATTORNEY DOCKET NUMBER: 2087.099

NAME OF SUBMITTER: J. Alison Grabell

Signature: /J. Alison Grabell/

Date: 03/18/2011

**Total Attachments: 6**

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## **ASSIGNMENT OF TRADEMARKS AND POWER OF ATTORNEY**

**WHEREAS, FORTUNE FASHIONS INDUSTRIES LLC**, a California limited liability company, with its principal offices at 4700 Boyle Avenue, Vernon, California 900058 (“Assignor”) made that certain general assignment for the benefit of creditors pursuant to applicable California law (the "General Assignment") in favor of **CREDIT MANAGERS ASSOCIATION OF CALIFORNIA**, a California corporation dba Credit Management Association, in its sole and limited capacity as Assignee for the Benefit of Creditors of Fortune Fashions Industries LLC, with its principal offices at 40 East Verdugo Avenue, Burbank, California 91510 (“Assignee”), pursuant to which Assignor assigned to Assignee all of its 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**, pursuant to the General Assignment, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Marks, and the goodwill associated therewith.

**NOW, THEREFORE**, pursuant to the General Assignment, Assignor agrees as follows:

1. Pursuant to the General Assignment, 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.

2. 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.

3. 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.

4. Assignor further agrees, at the request of Assignee to promptly (i) execute and have executed 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.

5. This Assignment of Trademarks and Power of Attorney shall be binding upon Assignor, and inure to the benefit of Assignee and its successors and assigns.

6. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and all of which shall represent one and the same instrument. For purposes hereof, facsimile signature pages shall be deemed originals.

7. This Assignment is entered into pursuant to the General Assignment.

**[SIGNATURE PAGE IMMEDIATELY FOLLOWING]**

**IN WITNESS WHEREOF**, Assignor has executed this Assignment at Los Angeles, California on March 10, 2011.

**ASSIGNOR**

**FORTUNE FASHIONS INDUSTRIES LLC**

**By:** \_\_\_\_\_

**Name:** Fred Kayne

**Title:** Manager


**SIGNATURE PAGE TO FFI ASSIGNMENT OF TRADEMARKS**

**AND POWER OF ATTORNEY**



**Attachment 1**

**SCHEDULE OF TRADEMARKS**

<b>MARK</b>	<b>Serial No. Filing Date</b>	<b>Reg. No. Reg. Date</b>
<b>UNION TRADE</b>	85006830 4/5/10	
<b>BLUE BIRD</b>	85079570 7/7/10	
<b>IRON RULE</b>	78831520 3/7/06	3280913 8/14/07
<b>THE EASY LIFE</b>	78904358 6/8/06	3360848 12/15/07
<b>ELECTRIC VINYL</b>	78830274 3/6/06	3208182 12/13/07
<b>STAGE DIVE</b>	78830264 3/6/06	3224641 4/3/07
<b>STRANDED</b>	78743968 10/31/05	3206976 2/6/07
<b>SUGAR COATED</b>	78718818 9/22/05	3166801 10/31/06
<b>SHIRTS HAPPEN</b>	78560692 2/4/05	3248302 5/29/07
<b>SUPERSHINY</b>	78547018 1/13/05	3254161 6/19/07
<b>NOWHERESVILLE</b>	78545493 1/11/05	3094366 5/16/06
<b>PEACE, LOVE &amp; TEES</b>	78501735 10/18/04	3163698 10/24/06
<b>ORBIT BRAND</b>	78507701 10/28/04	3415602 4/22/08
<b>MAKE CENT\$</b>	78880947 5/10/06	3217708 3/13/07
<b>CHOICE CUTS</b>	78575636 2/25/05	3163903 10/24/06

<b>MARK</b>	<b>Serial No. Filing Date</b>	<b>Reg. No. Reg. Date</b>
<b>CUSTOM '77</b>	78343332 12/19/03	2982157 8/2/05
<b>RIPCORD</b>	78490196 9/27/04	3301669 10/2/07
<b>METHOD RESEARCH</b>	78431663 6/8/04	3143087 9/12/06
<b>NSANE INDUSTRIES</b>	78440000 6/23/04	3086472 4/25/06
<b>AMERICAN CHEEZE</b>	78343369 12/19/03	3071845 3/21/06
<b>DOLL FACE</b>	78313603 10/14/03	3194867 1/2/07
<b>BEST PALS</b>	78358079 1/27/04	2957125 5/31/05
<b>FAKEID</b>	78358040 1/27/04	2991878 9/6/05
<b>ffi Logo</b> 	78350865 1/12/04	2980921 8/2/05
<b>SEA ANGEL</b>	78245686 5/5/03	2973282 7/19/05
<b>CRAFT SCHOOL</b>	77829191 9/17/09	
<b>PARTS &amp; LABOR</b>	77607273 11/4/08	3807853 6/22/10
<b>MAKE IT U</b>	77553947 8/22/08	
<b>PUBLIC NOTICE</b>	77546675 8/13/08	3677662 9/1/09
<b>TELL THE PEOPLE</b>	77206749 6/14/07	3423948 5/6/08



MARK	Serial No. Filing Date	Reg. No. Reg. Date
LIGHTNING BOLT	77190110 5/24/07	
MODERN LUX	77000530 9/15/06	3356855 12/18/07
STRANDED & Design 	77104474 2/10/07	3718989 12/1/09
FAME & FORTUNE	76497842 3/17/03	2900435 11/2/04
JUDY ANN	76119413 8/31/00	2976524 7/26/05
FORTUNE FASHIONS	75661301 3/16/99	2420628 1/16/01
SEAS ANGEL & Design 	75103117 5/13/96	2141862 3/10/98
ESTILO	74313419 9/14/92	74313419 2/15/94
MAZE	74165518 5/10/91	1797069 10/5/93
HRLA	74013916 12/16/89	1653327 8/6/91
ALABUY	73575331 12/27/85	1409522 9/16/86