

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
FCC, LLC, a Florida limited liability company doing business in California as First Capital Western Region, LLC		03/25/2011	LIMITED LIABILITY COMPANY: FLORIDA

**RECEIVING PARTY DATA**

<b>Name:</b>	Premium Denim, LLC
<b>Street Address:</b>	10119 JEFFERSON BLVD.
<b>City:</b>	CULVER CITY
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90232
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA

**PROPERTY NUMBERS Total: 17**

Property Type	Number	Word Mark
Registration Number:	3214208	CITY OF ANGELS
Registration Number:	3331033	HOLLYWOOD HILLS
Registration Number:	3559495	
Registration Number:	3321995	LAUREL CANYON
Registration Number:	3671082	
Registration Number:	3308211	PAIGE
Registration Number:	3191044	PAIGE PREMIUM
Registration Number:	3301653	PAIGE PREMIUM DENIM
Registration Number:	3495555	PAIGE PREMIUM DENIM
Registration Number:	3566793	PAIGE
Registration Number:	3328000	PPD
Serial Number:	77122850	

**CH \$440.00 3214208**

Serial Number:	78934402	
Serial Number:	77528736	P
Serial Number:	78447486	PAIGE
Serial Number:	77278216	PAIGE
Serial Number:	77040057	PAIGE ADAMS-GELLER

**CORRESPONDENCE DATA**

Fax Number: (949)224-6208  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (949) 224-6291  
Email: trademark@buchalter.com  
Correspondent Name: Farah P. Bhatti, Esq.  
Address Line 1: 18400 Von Karman Avenue, Suite 800  
Address Line 4: Irvine, CALIFORNIA 92612

ATTORNEY DOCKET NUMBER:	P0874-0002
NAME OF SUBMITTER:	Farah P. Bhatti, Esq.
Signature:	/Farah P. Bhatti/
Date:	03/29/2011

Total Attachments: 5  
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**RELEASE AND REASSIGNMENT OF SECURITY INTEREST IN  
TRADEMARKS AND TRADEMARK APPLICATIONS**

Reference is hereby made to that certain Patent and Trademark Security Agreement, dated as of October 23, 2008 (the "Agreement"), executed by Premium Denim, LLC, a California limited liability company (the "Grantor") in favor of FCC, LLC, a Florida limited liability company doing business in California as First Capital Western Region, LLC (the "Grantee"), which was recorded in the United States Patent and Trademark Office on October 31, 2008, at Reel 3880, Frame 0349 pursuant to which the Grantor assigned and granted to Grantee a security interest in and to all of Grantor's right, title and interest in and to certain trademarks and trademark applications, including those trademarks and trademark applications specifically listed on Exhibit A attached hereto and the goodwill associated therewith (collectively, the "Marks");

WHEREAS, Grantee wishes to release, retransfer and reassign to Grantor, without representation or warranty, all of Grantee's right, title and interest in and to its security interest in the Marks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Grantee hereby releases, retransfers and reassigns to Grantor, without representation or warranty, all of Grantee's right, title and interest in and to its security interest in the Marks and the goodwill associated therewith.

FURTHERMORE, Grantee grants permission to Grantor to record this document with the United States Patent and Trademark Office.

FURTHERMORE, Grantee represents and warrants that it has the full and complete power and authority to enter into this Agreement and to release the claims being released herein, and that the execution and delivery of this Agreement has been duly authorized by all necessary action on the part of Grantee.

*[Remainder of Page Intentionally Blank]  
[Signature page to follow.]*

IN WITNESS WHEREOF, Grantee has executed this Release and Reassignment of Security Interest in Registered Trademarks and Trademark Applications as of this 25 day of MARCH, 2011.

FCC, LLC, a Florida limited liability company  
doing business in California as **First Capital  
Western Region, LLC**

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

Name: Kenneth P. Spruce

Title: SVP

Exhibit A  
Trademarks







<b>Lien/Status</b>	<b>Owner</b>	<b>Trademark</b>	<b>Serial No. / Reg. No.</b>	<b>File Date / Reg. Date</b>
Registered.	Premium Denim, LLC	CITY OF ANGELS	3214208	02/27/2007
Registered.	Premium Denim, LLC	Hollywood Hills	3331033	11/06/2007
Registered.	Premium Denim, LLC	 (design only)	3559495	01/13/2009
Registered.	Premium Denim, LLC	 (design only)	77/122850	06/06/2007
Registered.	Premium Denim, LLC	Laurel Canyon	3321995	10/23/2001
Registered.	Premium Denim, LLC	 (design only)	78/934402	07/21/2006
Registered.	Premium Denim, LLC	 (design only)	3671082	08/18/2009

Exhibit A

Registered.	Premium Denim, LLC	 (design only)	77/528736	07/22/2008
Registered.	Premium Denim, LLC	PAIGE	3308211	10/09/2007
Registered.	Premium Denim, LLC	PAIGE	78/447486	07/08/2004
Registered.	Premium Denim, LLC	PAIGE	77/278216	12/12/2007
Registered.	Premium Denim, LLC	PAIGE ADAMS-GELLER	77/040057	11/08/2006
Registered.	Premium Denim, LLC	PAIGE PREMIUM	3191044	10/27/2004
Registered.	Premium Denim, LLC	PAIGE PREMIUM DENIM	3301653	10/02/2007
Registered.	Premium Denim, LLC		3495555	09/02/2008
Registered.	Premium Denim, LLC	<i>Paige</i>	3566793	02/20/2008
Registered.	Premium Denim, LLC	PPD	3328000	10/30/2007

**UCC FINANCING STATEMENT AMENDMENT**

FOLLOW INSTRUCTIONS (front and back) CAREFULLY

A. NAME & PHONE OF CONTACT AT FILER (optional)

CSC 1-800-858-5294 PPA#10027767

B. SEND ACKNOWLEDGMENT TO: (Name and Address)

56776153 - 309250

Corporation Service Company  
801 Adlai Stevenson Drive  
Springfield, IL 62703

Filed In: California (S.O.S.)

THE ABOVE SPACE IS FOR FILING OFFICE USE ONLY

1a. INITIAL FINANCING STATEMENT FILE #  
05-7014284607 2/1/2005

1b. This FINANCING STATEMENT AMENDMENT is to be filed [for record] (or recorded) in the REAL ESTATE RECORDS.

2.  TERMINATION: Effectiveness of the Financing Statement identified above is terminated with respect to security interest(s) of the Secured Party authorizing this Termination Statement.

3.  CONTINUATION: Effectiveness of the Financing Statement identified above with respect to security interest(s) of the Secured Party authorizing this Continuation Statement is continued for the additional period provided by applicable law.

4.  ASSIGNMENT (full or partial): Give name of assignee in item 7a or 7b and address of assignee in item 7c; and also give name of assignor in item 8.

5. AMENDMENT (PARTY INFORMATION): This Amendment affects  Debtor or  Secured Party of record. Check only one of these two boxes.

Also check one of the following three boxes and provide appropriate information in items 6 and/or 7.

CHANGE name and/or address: Please refer to the detailed instructions in regards to changing the name/address of a party.

DELETE name: Give record name to be deleted in item 6a or 6b.

ADD name: Complete item 7a or 7b, and also item 7c, also complete items 7e-7g (if applicable).

6. CURRENT RECORD INFORMATION:

6a. ORGANIZATION'S NAME

OR 6b. INDIVIDUAL'S LAST NAME

FIRST NAME

MIDDLE NAME

SUFFIX

7. CHANGED (NEW) OR ADDED INFORMATION:

7a. ORGANIZATION'S NAME

OR 7b. INDIVIDUAL'S LAST NAME

FIRST NAME

MIDDLE NAME

SUFFIX

7c. MAILING ADDRESS

CITY

STATE

POSTAL CODE

COUNTRY

7d. SEE INSTRUCTIONS

ADDL INFO RE ORGANIZATION DEBTOR

7e. TYPE OF ORGANIZATION

7f. JURISDICTION OF ORGANIZATION

7g. ORGANIZATIONAL ID #, if any

NONE

8. AMENDMENT (COLLATERAL CHANGE): check only one box.

Describe collateral  deleted or  added, or give entire  restated collateral description, or describe collateral  assigned.

9. NAME OF SECURED PARTY OF RECORD AUTHORIZING THIS AMENDMENT (name of assignor, if this is an Assignment). If this is an Amendment authorized by a Debtor which adds collateral or adds the authorizing Debtor, or if this is a Termination authorized by a Debtor, check here  and enter name of DEBTOR authorizing this Amendment.

9a. ORGANIZATION'S NAME FIRST CAPITAL WESTERN REGION, LLC and FCC, LLC

OR 9b. INDIVIDUAL'S LAST NAME

FIRST NAME

MIDDLE NAME

SUFFIX

10. OPTIONAL FILER REFERENCE DATA Debtor: PREMIUM DENIM, LLC - CA SOS (P0874-0002)

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