

# 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
ROCK & REPUBLIC ENTERPRISES, INC.		03/30/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	R&R APPAREL COMPANY, LLC		
Street Address:	2711 CENTERVILLE ROAD, SUITE 400		
City:	WILMINGTON		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 35			
Property Type	Number	Word Mark	
Serial Number:	77444756	R&R	
Serial Number:	77444685	R&R	
Serial Number:	77446764	R&R	
Serial Number:	77446766	R&R	
Serial Number:	77446762	R&R	
Serial Number:	77446755	R&R	
Serial Number:	85136017	R&R	
Serial Number:	77444717	R&R	
Serial Number:	77376509	R&R	
Serial Number:	77453937	R3 ROCK RACING RESEARCH	
Serial Number:	77453934	R3 ROCK RACING RESEARCH	
Serial Number:	77453931	R3 ROCK RACING RESEARCH	
Serial Number:	77453928	R3 ROCK RACING RESEARCH	
Serial Number:	77453926	R3 ROCK RACING RESEARCH	

TRADEMARK

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REEL: 004524 FRAME: 0113

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Serial Number:	77453923	R3 ROCK RACING RESEARCH
Serial Number:	77453921	R3 ROCK RACING RESEARCH
Serial Number:	77405357	RC ROCK THE CURE
Serial Number:	77405264	RC ROCK THE CURE
Serial Number:	77405213	RC ROCK THE CURE
Serial Number:	77444478	ROCK & REPUBLIC
Serial Number:	77444458	ROCK & REPUBLIC
Serial Number:	77444456	ROCK & REPUBLIC
Serial Number:	77444440	ROCK & REPUBLIC
Serial Number:	77405887	ROCK & REPUBLIC COSMETICS
Serial Number:	77530199	ROCK & REPUBLIC ENERGY
Serial Number:	77370593	ROCK & REPUBLIC TEQUILA
Serial Number:	77511630	ROCK R&R REPUBLIC
Serial Number:	85135824	ROCK RACING
Serial Number:	85143629	ROCK RACING
Serial Number:	77458399	ROCK RACING BARBWIRE
Serial Number:	77439738	ROCK RACING CRUSADE
Serial Number:	77444655	ROCK RACING JUICE
Serial Number:	77440404	ROCK RACING REVENGE
Serial Number:	77487153	ROCK STUDIOS
Serial Number:	77360106	RR

#### CORRESPONDENCE DATA

Fax Number: (212)310-8007  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212-735-4559  
 Email: vindra.richter@weil.com  
 Correspondent Name: Vindra Richter c/o Weil et al  
 Address Line 1: 767 Fifth Ave.  
 Address Line 4: New York, NEW YORK 10153

ATTORNEY DOCKET NUMBER:	SKULL/VKW/VR2
NAME OF SUBMITTER:	Vindra Richter
Signature:	/vindra richter/
Date:	04/18/2011

Total Attachments: 9

**TRADEMARK**  
**REEL: 004524 FRAME: 0114**

source=VF\_RR - US TM Assgmt (RR Enterprises to RR Apparel Co LLC)#page1.tif  
source=VF\_RR - US TM Assgmt (RR Enterprises to RR Apparel Co LLC)#page2.tif  
source=VF\_RR - US TM Assgmt (RR Enterprises to RR Apparel Co LLC)#page3.tif  
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**TRADEMARK ASSIGNMENT 2(U.S.)**

This TRADEMARK ASSIGNMENT ("Trademark Assignment"), effective as of March 30, 2011 ("Effective Date"), is made by and between Rock & Republic Enterprises, Inc., a California corporation ("Assignor"), and R&R Apparel Company, LLC, a Delaware corporation ("Assignee").

WHEREAS, VF Corporation, on the one hand, and Rock & Republic Enterprises, Inc., Triple R, Inc., Rock Holdings, Inc., Global Domination Enterprises, Inc., Brick & Mortar, Inc. and Michael Ball, on the other hand, have entered into that certain Asset Purchase Agreement, dated as of December 20, 2010 (the "Asset Purchase Agreement");

WHEREAS, pursuant to the Asset Purchase Agreement, Assignor sold, transferred, assigned, conveyed and delivered to VF Corporation all of Assignor's rights, title and interest in, to and under Assignor's trademarks, trademark applications, service marks, design marks, trade names, service names, brand names, trade dress rights, logos, slogans, signs, insignias, and other brand or source identifiers, including those that are the subjects of registrations and pending applications, as set forth on Attachment 1 hereto (the "Assigned Marks");

WHEREAS, Assignee is a subsidiary of VF Corporation created to receive the Assigned Marks; and

WHEREAS, Assignor and Assignee wish to confirm such assignment and have such assignment recorded with the United States Patent and Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby sells, transfers, assigns, conveys and delivers to Assignee all of Assignor's right, title and interest in and to the Assigned Marks, including all claims for past infringement thereof and all income, royalties, damages and payments now or hereafter due or payable with respect thereto. Assignor's business to which the Assigned Marks pertain is not or will not be ongoing and existing.
2. Filing. Assignor hereby authorizes and requests the United States Patent and Trademark Office to record Assignee as the owner of Assignor's entire right, title and interest in and to the Assigned Marks.
3. Invalidity. It is understood that any finding of invalidity of one assignment as effected hereby shall not affect the assignment of the other Assigned Marks.
4. Other Actions. Upon reasonable request by Assignee, and at Assignor's sole cost and expense, Assignor (or its designated trustee or agent) will

execute additional documents and take other actions as may be necessary or desirable to record or memorialize the assignment of the Assigned Marks set forth herein, and to vest in Assignee such right, title, and interest in and to the Assigned Marks as sold, assigned and transferred to Assignee hereunder.

5. Modifications. No waiver, modification or change of any of the provisions of this Assignment shall be valid unless in writing and signed by the party against whom such claimed waiver, modification or change is sought to be enforced.
6. Counterparts. This Trademark Assignment may be executed in any number of counterparts, and the different parties hereto in separate counterparts, each of which when executed shall be deemed to be an original but all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart of a signature page to this Trademark Assignment by facsimile or other electronic means (*e.g.*, electronic mail or PDF) shall be effective as delivery of a manually executed counterpart to this Trademark Assignment.

[SIGNATURE PAGE FOLLOWS]

**IN WITNESS WHEREOF**, the parties hereto, through their authorized representatives, have caused this Trademark Assignment to be duly executed and delivered as of the Effective Date.

**ASSIGNOR:**

**ROCK & REPUBLIC ENTERPRISES, INC.**

By: 

Name: Michael Ball  
Title: CEO

**ASSIGNEE:**

**R&R APPAREL COMPANY, LLC**

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

Name: Helen L. Winslow  
Title: Vice President

IN WITNESS WHEREOF, the parties hereto, through their authorized representatives, have caused this Trademark Assignment to be duly executed and delivered as of the Effective Date.

**ASSIGNOR:**

**ROCK & REPUBLIC ENTERPRISES, INC.**





By: \_\_\_\_\_  
Name:  
Title:

**ASSIGNEE:**



**R&R APPAREL COMPANY, LLC**







By: Helen L Winslow  
Name: Helen L. Winslow  
Title: Vice President











**Attachment 1****Assigned Marks**





Country	Mark	Ser. No. Reg. No.	Class	Filing Date Reg. Date
United States	Design Only	85/030712	33	5/5/2010
United States	R (Vato- Stylized)	77123763	3	3/6/2007
United States	R&R Circle Skull Design	78/882584	3	5/12/2006
United States	R&R Shield Skull Design	77/444902	21	4/10/2008
United States	REPUBLIC OF ROCK	85/071269	25	6/24/2010
United States	REPUBLIC OF ROCK	85/071280	9, 18	6/24/2010
United States	REPUBLIC OF ROCK	85/071184	3	6/24/2010
United States	RK and Design 	77/954816	25	3/9/2010
United States	ROCK IS KING	77/242503 3,803,569	25	07/30/2007
United States	ROCK RECORDS	78/573814	9 41	2/23/2005
United States	REPUBLIC BY R&R	85/071195	3	6/24/2010
United States	REPUBLIC BY R&R	85/071273	25	6/24/2010
United States	REPUBLIC BY R&R	85/071285	9, 18	6/24/2010
United States	REPUBLIC BY ROCK & REPUBLIC	85/071176	3	6/24/2010
United States	REPUBLIC BY ROCK & REPUBLIC	85/071268	25	6/24/2010
United States	REPUBLIC BY ROCK & REPUBLIC	85/071275	18	6/24/2010
United States	REPUBLIC BY ROCK & REPUBLIC	85/071287	9	6/24/2010
United States	ROCK & REPUBLIC	85/093272	35	6/24/2010
United States	ROCK BY R&R	85/071197	3	6/24/2010
United States	ROCK BY R&R	85/071274	25	6/24/2010
United States	ROCK BY R&R	85/071286	9, 18	6/24/2010
United States	ROCK BY ROCK & REPUBLIC	85/071190	3	6/24/2010
United States	ROCK BY ROCK & REPUBLIC	85/071271	25	6/24/2010
United States	ROCK BY ROCK & REPUBLIC	85/071283	9, 18	6/24/2010
United States	ROCKSTEADY BY ROCK & REPUBLIC	85/080606	25	6/24/2010
United States	RC ROCK THE CURE and Design  ROCK THE CURE	78/914837	25	6/22/2006
United States	ROCK THE CURE	78/914871	36	6/22/2006
United States	Design Only 	77/258653 3,405,189	25	8/18/2007 4/01/2008
United States	Design Only 	77/258608	18	8/18/2007
United States	Design Only 	77258610	25	8/18/2007



Country	Mark	Ser. No. Reg. No.	Class	Filing Date Reg. Date
United States	Design Only 	77/258662 3405190	25	8/18/2007 04/01/2008
United States	Design Only 	77/031234 3342264	25	10/27/2006 11/20/2007
United States	INDY ROCKS	77/143542  3518555	25	03/29/2007  10/14/2008
United States	LIVE TO ROCK	77234316	18	7/20/2007
United States	LIVE TO ROCK	77234311	3	7/19/2007
United States	LIVE TO ROCK	77234312	9	7/19/2007
United States	LIVE TO ROCK	77234313	14	7/19/2007
United States	LIVE TO ROCK	77234315	25	7/19/2007
United States	MAYHEM	78/789834	25	1/11/2006
United States	MAYHEM BY ROCK & REPUBLIC	78/789835	25	1/11/2006
United States	R	77/123763	3	3/6/2007
United States	R	77/123767	9	3/6/2007
United States	R	77/123770	18	3/6/2007
United States	R	77/052573	25	11/26/2006
United States	R	3139106	25	9/5/2006
United States	R & R	78/920397 3467928	25	6/29/2006 7/15/2008
United States	R & R	78/920391 3467927	25	6/29/2006 7/15/2008
United States	R&R	78/960224	39	8/25/2006
United States	R&R	78/960228	41	8/25/2006
United States	R&R	78/960233	43	8/25/2006
United States	R&R	78/960219	39	8/25/2006
United States	R&R	78/960227	41	8/25/2006
United States	R&R	78/960231	43	8/25/2006
United States	R&R	78/882584	3	5/12/2006
United States	R&R	78/882610	9	5/12/2006
United States	R&R	78/882642	14	5/12/2006
United States	R&R	78/882662	18	5/12/2006
United States	R&R	78/882670	35	5/12/2006
United States	R&R	78/882380	14	5/12/2006
United States	R&R	3720196	18	12/1/2009
United States	R&R	3730121	35	12/22/2009
United States	R&R	3730120	3	12/22/2009
United States	R&R	3868779	9	10/26/2010
United States	ROCK & REPUBLIC	77/100704 3354577	25	2/6/2007 12/11/2007
United States	ROCK & REPUBLIC	77/033591  3342654	25	10/31/2006 11/27/2007
United States	ROCK & REPUBLIC	78/960218	39	8/25/2006
United States	ROCK & REPUBLIC	78/960226	41	8/25/2006
United States	ROCK & REPUBLIC	78/960230	43	8/25/2006
United States	ROCK & REPUBLIC	3868778	9	10/26/2010
United States	ROCK & REPUBLIC	78/880701	14	5/10/2006
United States	ROCK & REPUBLIC	3732871	18	12/29/2009
United States	ROCK & REPUBLIC	78/880931	35	5/10/2006
United States	ROCK & REPUBLIC	78/880039	3	5/9/2006
United States	ROCK & REPUBLIC	2700209	25	3/25/2003
United States	ROCK IS KING	77/242490	9	7/30/2007
United States	ROCK IS KING	77242493	14	7/30/2007
United States	ROCK IS KING	77242500	18	7/30/2007

Country	Mark	Ser. No. Reg. No.	Class	Filing Date Reg. Date
United States	ROCK IS KING	77242503 3803569	25	7/30/2007 06/15/2010
United States	ROCK IS KING	77242507	28	7/30/2007
United States	ROCK RACING	77143487	25	3/29/2007
United States	ROCK THE CURE	78/914916	35, 36, 41	6/22/2006
United States	ROCKANDREPUBLIC	77/258658 3510843	25	8/18/2007 10/07/2008
United States	RR	78/969654 3335301	25	09/08/2006 11/13/2007
United States	RR	78/960222	39	8/25/2006
United States	RR	78/960229	41	8/25/2006
United States	RR	78/960232	43	8/25/2006
United States	RR	78/960290	3	8/25/2006
United States	RR	78/960294	14	8/25/2006
United States	RR	78/960297	9	8/25/2006
United States	RR	78/960303	35	8/25/2006
United States	RR	78/960306 3812257	25	8/25/2006 6/29/2010
United States	RR	78/960319	18	8/25/2006
United States	RR	3317538	25	10/23/2007
United States	TAILOR MADE ROCK & REPUBLIC	78/909617	18	6/15/2006
United States	TAILOR MADE ROCK & REPUBLIC	78/909618	35	6/15/2006
United States	TAILOR MADE ROCK & REPUBLIC	78/762026	25	11/28/2005
United States	Design Only 	77/258653 3405189	25	8/18/2007 04/01/2008
United States	R & R and Design 	77/444958	18	4/10/2008
United States	R & R and Design 	77/444909	20	4/10/2008
United States	R & R and Design 	77/444880	28	4/10/2008
United States	R & R and Design 	77/444827	35	4/10/2008
United States	R & R and Design 	77/444801	25	4/10/2008

Country	Mark	Ser. No. Reg. No.	Class	Filing Date Reg. Date
United States	R & R and Design 	77/444756	14	4/10/2008
United States	R & R and Design 	77/444685	3	4/10/2008
United States	R&R (Stylized) 	77/446764 3,745,161	20	04/12/2008 02/02/2010
United States	R&R (Stylized) 	77/446766 3,745,162	18	04/12/2008 02/02/2010
United States	R&R (Stylized) 	77/446762	21	4/12/2008
United States	R&R (Stylized) 	77/446755	28	4/12/2008
United States	R&R and Design 	85/136017	25	9/22/2010
United States	R&R and Design 	77/444717	9	4/10/2008
United States	R&R and Design 	85/136017	25	9/22/2010
United States	R&R and Design 	77/376509	33	1/21/2008
United States	R3 ROCK RACING RESEARCH	77/453937	41	4/21/2008
United States	R3 ROCK RACING RESEARCH	77/453934	36	4/21/2008
United States	R3 ROCK RACING RESEARCH	77/453931	30	4/21/2008
United States	R3 ROCK RACING RESEARCH	77/453928	28	4/21/2008
United States	R3 ROCK RACING RESEARCH	77/453926	25	4/21/2008
United States	R3 ROCK RACING RESEARCH	77/453923	12	4/21/2008
United States	R3 ROCK RACING RESEARCH	77/453921	9	4/21/2008

Country	Mark	Ser. No. Reg. No.	Class	Filing Date Reg. Date
United States	RC ROCK THE CURE and Design 	77/405357	25	2/25/2008
United States	RC ROCK THE CURE and Design 	77/405264	36	2/25/2008
United States	RC ROCK THE CURE and Design 	77/405213	41	2/25/2008
United States	ROCK & REPUBLIC	77/444478	28	4/9/2008
United States	ROCK & REPUBLIC	77/444458	21	4/9/2008
United States	ROCK & REPUBLIC	77/444456	20	4/9/2008
United States	ROCK & REPUBLIC	77/444440	18	4/9/2008
United States	ROCK & REPUBLIC COSMETICS	77/405887	3	2/26/2008
United States	ROCK & REPUBLIC ENERGY	77/530199	32	7/24/2008
United States	ROCK & REPUBLIC TEQUILA	77/370593	33	1/14/2008
United States	ROCK R&R REPUBLIC	77/511630	3	6/30/2008
United States	ROCK RACING	85/135824	25	9/22/2010
United States	ROCK RACING (Stylized) 	85/143629	25	10/1/2010
United States	ROCK RACING BARBWIRE	77/458399	32	4/25/2008
United States	ROCK RACING CRUSADE	77/439738	32	4/3/2008
United States	ROCK RACING JUICE	77/444655	32	4/10/2008
United States	ROCK RACING REVENGE	77/440404	32	4/4/2008
United States	ROCK STUDIOS	77/487153	41	5/30/2008
United States	RR	77/360106	25	12/27/2007