

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
Global Brand Group, LLC		06/15/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Gordon Brothers Brands, LLC		
Street Address:	101 Huntington Ave., 10th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02199		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2117698	MARK, FORE & STRIKE	
CORRESPONDENCE DATA			
Fax Number:	(617)574-7659		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	617-574-4153		
Email:	lbillone@goulstonstorr.com		
Correspondent Name:	Lisa Billone		
Address Line 1:	400 Atlantic Avenue		
Address Line 4:	Boston, MASSACHUSETTS 02110		
NAME OF SUBMITTER:	Lisa Billone		
Signature:	/Lisa Billone/		
Date:	06/16/2011		
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TRADEMARK ASSIGNMENT

WHEREAS, Global Brand Group, LLC ("Assignor") is the owner of record of the trademark identified in Schedule 1 attached hereto (the "Mark"), which is the subject of the United States trademark registration listed in such Schedule 1; and

WHEREAS, in connection with the redemption of the membership Units held by Gordon Brothers Brands, LLC ("Assignee") in the Assignor, the Assignor desires to transfer the Mark together with the associated goodwill to the Assignee and the Assignee desires to acquire such Mark from the Assignor;

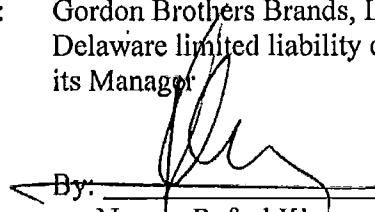
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns unto Assignee all of Assignor's rights, title and interest in and to the Mark, together with (a) the good will of the business symbolized by and associated with the Mark, (b) all applications for registration, registrations, renewals and statements of use thereof, and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Mark or the registration thereof or such associated good will.

Assignor agrees to execute and deliver at Assignee's reasonable request all papers, instruments, and assignments, and to perform any other acts the Assignee may reasonably require, in order to vest in Assignee all of Assignor's rights, title, and interest in and to the Mark and/or to provide evidence to support any of the foregoing in the event such evidence is reasonably deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, the Assignor has caused this assignment to be duly executed as of the 15th day of June, 2011.

GLOBAL BRAND GROUP, LLC,
a Delaware limited liability company

By: Gordon Brothers Brands, LLC, a
Delaware limited liability company,
its Manager

By: 
Name: Rafael Klotz
Title: EVP, Manager

Schedule 1

U.S. TRADEMARK REGISTRATION

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
MARK, FORE & STRIKE	2117698	December 2, 1997