

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
RETAIL BRAND ALLIANCE, INC.		08/08/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	BROOKS BROTHERS GROUP, INC.
Street Address:	100 PHOENIX AVENUE
City:	ENFIELD
State/Country:	CONNECTICUT
Postal Code:	06082
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 115

Property Type	Number	Word Mark
Serial Number:	85383779	346
Serial Number:	85383191	PEAL & CO.
Serial Number:	85325701	BROOKS BROTHERS ESTABLISHED 1818 COLLEGE COLLECTION
Serial Number:	85251182	BROOKS TO BUSINESS
Serial Number:	85347647	1818 CAMBRIDGE
Serial Number:	85247752	BROOKS BROTHERS FLATIRON SHOP
Serial Number:	85227463	BLACK FLEECE BY BROOKS BROTHERS
Serial Number:	85177224	DIGITAL TAILOR
Serial Number:	85294282	BB
Serial Number:	85289241	BLACK FLEECE
Serial Number:	85176491	BROOKE
Serial Number:	85007652	BUTTON DOWN A CURE
Serial Number:	85004037	BROOKSSTORM FLEECE
Serial Number:	78584076	BROOKS BROTHERS COUNTRY CLUB

TRADEMARK

Serial Number:	78920185	
Serial Number:	78979708	BROOKS BROTHERS WOMEN
Serial Number:	78924774	
Serial Number:	78918050	1818 SUIT COLLECTION
Serial Number:	78914606	BROOKS BROTHERS FACTORY STORE
Serial Number:	78906585	BROOKSFLANNEL
Serial Number:	78905703	1818 BROOKS BROTHERS
Serial Number:	78844045	1818 BROOKS BROTHERS
Serial Number:	78813478	1818 DENIM
Serial Number:	78810450	1818 FITZGERALD
Serial Number:	78810444	1818 MADISON
Serial Number:	78810432	1818 REGENT
Serial Number:	78794911	BB
Serial Number:	78697607	BROOKS BROTHERS COUNTRY CLUB
Serial Number:	78671577	TENNIS
Serial Number:	78666824	GOLF
Serial Number:	78666736	BROOKS BROTHERS
Serial Number:	78665879	BB
Serial Number:	78631884	346 BROOKS BROTHERS
Serial Number:	78568677	BROOKS BROTHERS
Serial Number:	78538066	BROOKS BROTHERS
Serial Number:	78538053	BROOKS BROTHERS
Serial Number:	78481880	GENERATIONS OF STYLE
Serial Number:	78454874	BROOKSFLANNEL
Serial Number:	78229743	BROOKS BUYS
Serial Number:	78149462	1818 BB
Serial Number:	78135283	BROOKS BROTHERS COUNTRY CLUB
Serial Number:	78060954	BROOKSSTORM
Serial Number:	78053282	BROOKSBROTHERS.COM
Serial Number:	78043424	DIGITAL TAILORING
Serial Number:	78042659	BROOKS BOYS
Serial Number:	77524904	BROOKS BROTHERS COUNTRY CLUB
Serial Number:	77567811	BLACK FLEECE
Serial Number:	77887348	MISS MADISON
Serial Number:	77807748	BROOKS BROTHERS SHIRT FACTORY

	77769042	BROOKS BROTHERS HOME COLLECTION
Serial Number:	77659059	BROOKS BROTHERS CORPORATE COLLECTION
Serial Number:	77593945	FOX & BOOT
Serial Number:	77907226	BROOKS BROTHERS FLEECE
Serial Number:	77981463	BROOKS BROTHERS CORPORATE COLLECTION
Serial Number:	77549635	BROOKS BROTHERS 1818
Serial Number:	77977280	BLACK FLEECE
Serial Number:	77936030	BROOKS BROTHERS BB COUNTRY CLUB
Serial Number:	77807759	BROOKSIE
Serial Number:	77798493	MAKERS AND MERCHANTS
Serial Number:	77776273	BROOKS BROTHERS COUNTRY CLUB
Serial Number:	77443939	BROOKS BROTHERS NEW YORK
Serial Number:	77330782	COUNTRY CLUB
Serial Number:	77315642	BROOKS BROTHERS
Serial Number:	77315635	
Serial Number:	77348241	BROOKS BROTHERS MADISON
Serial Number:	77400493	PROSPORT
Serial Number:	77403225	BROOKS BROTHERS NON-IRON MIRACLE SHIRT
Serial Number:	77403213	THE NON-IRON MIRACLE SHIRT BY BROOKS BROTHERS
Serial Number:	77403207	THE NON-IRON MIRACLE SHIRT
Serial Number:	77461146	BB
Serial Number:	77406660	ELECTOR'S RESERVE
Serial Number:	77402812	BROOKS BROTHERS DERBY
Serial Number:	77348248	346
Serial Number:	77343381	PEAL & CO.
Serial Number:	77343327	BLACK FLEECE
Serial Number:	77330734	1818
Serial Number:	77212956	
Serial Number:	77212950	GOLDEN FLEECE FOUNDATION
Serial Number:	77212920	GOLDEN FLEECE FOUNDATION
Serial Number:	77049126	BLACK FLEECE
Serial Number:	77049084	
Serial Number:	77048837	
Serial Number:	77048808	BROOKS BROTHERS
Serial Number:	76249859	BROOKS BROTHERS MAKERS

TRADEMARK

REEL: 004602 FRAME: 0474

	76093173	346
Serial Number:	76024283	346 BROOKS BROTHERS
Serial Number:	76002856	BB
Serial Number:	75843184	THE BROOKS CARD
Serial Number:	75806140	BROOKS STRETCH
Serial Number:	75806137	BROOKS BASICS
Serial Number:	74347279	
Serial Number:	74347278	BROOKS BROTHERS
Serial Number:	74345275	
Serial Number:	74338598	BROOKS BROTHERS
Serial Number:	74279208	BROOKS BROTHERS
Serial Number:	74149458	
Serial Number:	74149457	GOLDEN FLEECE
Serial Number:	74143792	GOLDEN FLEECE
Serial Number:	73707287	PEAL & CO.
Serial Number:	73683919	PEAL & CO.
Serial Number:	73519152	BROOKS-BLEND
Serial Number:	73487438	FEATHERTWEED
Serial Number:	73441143	BROOKSUEDE
Serial Number:	73051213	BROOKS-AIRE
Serial Number:	73023925	BROOKSGATE
Serial Number:	72274477	BROOKS BROTHERS
Serial Number:	72265819	BROOKSEASE
Serial Number:	72178343	BROOKSTWEED
Serial Number:	72169365	"346"
Serial Number:	72029152	BROOKS BROTHERS
Serial Number:	71644007	BROOKSWEAVE
Serial Number:	71462304	BROOKS BROTHERS ESTABLISHED 1818
Serial Number:	71462303	BROOKS BROTHERS ESTABLISHED 1818
Serial Number:	71462299	BROOKS BROTHERS ESTABLISHED 1818
Serial Number:	71462298	BROOKS BROTHERS ESTABLISHED 1818

CORRESPONDENCE DATA

Fax Number: (908)725-7088

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 908-722-5640

TRADEMARK
REEL: 004602 FRAME: 0475

Email: officeactions@br-tmlaw.com
Correspondent Name: Stephen L. Baker
Address Line 1: 575 Route 28
Address Line 4: Raritan, NEW JERSEY 08869

NAME OF SUBMITTER:	Stephen L. Baker
Signature:	/Stephen L. Baker/
Date:	08/11/2011

Total Attachments: 2
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Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "RETAIL BRAND ALLIANCE, INC.", CHANGING ITS NAME FROM "RETAIL BRAND ALLIANCE, INC." TO "BROOKS BROTHERS GROUP, INC.", FILED IN THIS OFFICE ON THE EIGHTH DAY OF AUGUST, A.D. 2011, AT 1:19 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2517787 8100

110898290




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8955297

DATE: 08-08-11

You may verify this certificate online
at corp.delaware.gov/authver.shtml

TRADEMARK
REEL: 004602 FRAME: 0477

CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
RETAIL BRAND ALLIANCE, INC.,
a Delaware corporation

Retail Brand Alliance, Inc. (the "Corporation"), a corporation duly organized and existing under the Delaware General Corporation Law (the "DGCL"), does hereby certify that:

1. The amendment to the Corporation's Certificate of Incorporation set forth below was duly adopted in accordance with the provisions of Section 242 of the DGCL and has been consented to in writing by holders of outstanding stock of the Corporation in accordance with Section 228 of the DGCL.

2. Article First of the Corporation's Certificate of Incorporation is amended to read in its entirety as follows:

"FIRST. The name of the corporation is Brooks Brothers Group, Inc. (hereinafter, the "Corporation")."

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment of the Certificate of Incorporation of the Corporation as of the 8th day of August 2011.

RETAIL BRAND ALLIANCE, INC.

By: _____

Name: Claudio Del Vecchio

Title: Chairman and CEO