

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: 4			
Property Type	Number	Word Mark	
Serial Number:	76249858	ADVANTAGE CHINO	
Serial Number:	75270404		
Serial Number:	74297721	BROOKS BROTHERS	
Serial Number:	73230752	BROOKSCLOTH	
CORRESPONDENCE DATA			
Fax Number:	(908)725-7088		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	908-722-5640		
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/		

OP \$115.00 76249858

900199465

**TRADEMARK
 REEL: 004602 FRAME: 0501**

Date:

08/11/2011

Total Attachments: 2

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Delaware

PAGE 1

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



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


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8955297

DATE: 08-08-11

TRADEMARK
REEL: 004602 FRAME: 0503

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