

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Cherokee Inc.		10/26/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Cherokee Brands LLC
Street Address:	13400 Santa Ana Road
City:	Atascadero
State/Country:	CALIFORNIA
Postal Code:	93422
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	4168349	COMPLETELY LIZ
Registration Number:	4091399	COMPLETELY ME
Registration Number:	4122398	
Registration Number:	2360437	LIZ LANGE
Registration Number:	3765466	LIZ LANGE
Registration Number:	2662053	LIZ LANGE
Registration Number:	2662054	LIZ LANGE LL
Registration Number:	2662052	LIZ LANGE LL
Registration Number:	3986483	LIZ LUXE
Registration Number:	3769332	LL LIZ LANGE

CORRESPONDENCE DATA

Fax Number: 3102030567

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

CH \$265.00 4168349

Phone: 310-203-8080
Email: trademarkdocket@jmbm.com
Correspondent Name: Rod S. Berman
Address Line 1: Jeffer Mangels Butler & Mitchell LLP
Address Line 2: 1900 Avenue of the Stars, 7th Floor
Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	72869-0001
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NAME OF SUBMITTER:	Rod S. Berman
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Signature:	/rod s. berman/
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Date:	10/30/2012
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Total Attachments: 2

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TRADEMARK ASSIGNMENT





WHEREAS, CHEROKEE INC., a Delaware corporation, having its principal address at 5990 Sepulveda Blvd., Suite 600, Sherman Oaks, California 91411, United States ("Assignor") is the owner of the trademark registrations listed in Exhibit A attached hereto and incorporated herein by this reference (collectively hereinafter referred to as the "Registrations").

WHEREAS, CHEROKEE BRANDS LLC, a Delaware limited liability company, having its principal address at 13400 Santa Ana Road, Atascadero, California 93422, United States ("Assignee"), desires to acquire the Registrations, all of Assignor's rights in the trademarks which are registered, as well as the goodwill of Assignor associated with the registered trademarks.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, the Registrations, all of Assignor's rights in the registered trademarks, and the goodwill of Assignor associated with the registered trademarks, effective as of the date of this Assignment, together with the right to bring and prosecute any claims or causes of action for past infringement of the Registrations, including any registered trademarks.

IN WITNESS WHEREOF, this Assignment is effective as of October 26, 2012.

<p>CHEROKEE INC.</p> <p>By: _____</p> <p>Name: Howard Siegel</p> <p>Title: President & Chief Operating Officer</p>	<p>CHEROKEE BRANDS LLC</p> <p>By: Cherokee Inc., its sole member</p> <p>By: _____</p> <p>Name: Howard Siegel</p> <p>Title: President & Chief Operating Officer</p>
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Mark	Country	Appl. No./Appl. Date	Reg. No./Reg. Date
COMPLETELY LIZ	U.S.	77/938,971 February 18, 2010	4168349 July 3, 2012
COMPLETELY ME	U.S.	77/792,568 July 29, 2009	4091399 January 24, 2012
	U.S.	85/060,591 June 11, 2010	4122398 April 3, 2012
LIZ LANGE	U.S.	75/816,991 October 7, 1999	2360437 June 20, 2000
LIZ LANGE	U.S.	78/710,262 September 9, 2005	3765466 March 23, 2010
LIZ LANGE	U.S.	76/263,191 May 29, 2001	2662053 December 17, 2002
 LIZ LANGE	U.S.	76/263,192 May 29, 2001	2662054 December 17, 2002
 LIZ LANGE	U.S.	76/263,190 May 29, 2001	2662052 December 17, 2002
LIZ LUXE	U.S.	77/864,880 November 4, 2009	3986483 June 28, 2011
 LIZ LANGE	U.S.	78/710,244 September 9, 2005	3769332 March 30, 2010