

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
Public Clothing Company, Inc.		10/31/2012	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	DSTM Licensing, LLC		
Street Address:	499 Seventh Avenue		
Internal Address:	10th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85477761	ATM ANTHONY THOMAS MELILLO	
CORRESPONDENCE DATA			
Fax Number:	2126436500		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-643-7000		
Email:	pto@sillscummis.com		
Correspondent Name:	Sills Cummis & Gross P.C.		
Address Line 1:	30 Rockefeller Plaza		
Address Line 2:	29th Floor, IP Dept., Docketing		
Address Line 4:	New York, NEW YORK 10112		
ATTORNEY DOCKET NUMBER:	09920002.000002		
NAME OF SUBMITTER:	Edward Longobardi		

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Signature:	/Edward Longobardi/
Date:	11/06/2012
Total Attachments: 3 source=Public Clothing Company TM Assignment#page1.tif source=Public Clothing Company TM Assignment#page2.tif source=Public Clothing Company TM Assignment#page3.tif	

Trademark Assignment

This Trademark Assignment, effective as of October 31, 2012 (the "Effective Date"), is between Public Clothing Company, Inc., a New Jersey corporation, having an address at 499 Seventh Avenue, 10th Floor, New York, New York 10018 ("Assignor"), and DSTM Licensing, LLC, having an address at 499 Seventh Avenue, 10th Floor, New York, New York 10018 ("Assignee").

WHEREAS, Assignor is the owner of all of the right, title and interest in and to the trademarks set forth on Schedule 1 annexed hereto (the "Marks"), and the goodwill associated with the Marks, and desires to assign, transfer and sell to Assignee the Marks and the goodwill associated therewith; and

WHEREAS, Assignor agrees to assign, transfer and sell to Assignee, Assignor's entire right, title and interest in and to the Marks and the goodwill associated therewith to Assignee; and Assignee agrees to acquire Assignor's entire right, title, and interest in and to the Marks and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, as of the Effective Date, hereby assigns, transfers and sells to Assignee, its successors, and assigns, Assignor's entire right, title and interest in and to the Marks and the goodwill associated with the Marks and any registration resulting therefrom, as well as any renewals thereof, solely with respect to the Marks, all royalties, damages, and payments now or hereafter due or payable, all causes of action (in law and/or equity) and the right to sue, counterclaim, and recover for past, present, and future infringement, misappropriation, or dilution of the rights assigned to Assignee hereunder, and all

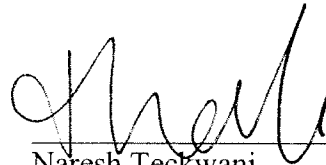
rights, including the goodwill, corresponding thereto throughout the respective countries where Assignor holds rights in the Marks.

Assignor, as of the Effective Date, agrees to immediately cease using the Marks and further agrees, without further consideration, to cause to be performed such lawful acts and to execute such further documents regarding the rights assigned, transferred and sold herein, as reasonably requested by Assignee or its successors or assigns.

WHEREFORE, Assignor has duly executed this Trademark Assignment on the date indicated below.

PUBLIC CLOTHING COMPANY, INC.

By:



Naresh Teckwani
Chief Financial Officer

Date:

10/31/12