

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
American Brand Holdings LLC		09/30/2013	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Bank Hapoalim BM
Street Address:	1177 Avenue of the Americas
City:	New York
State/Country:	NEW YORK
Postal Code:	10036
Entity Type:	CORPORATION: ISRAEL

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	0877451	
Registration Number:	2205788	HANG TEN
Registration Number:	0982289	
Registration Number:	3135267	
Registration Number:	0982290	
Registration Number:	2205789	
Serial Number:	85877538	
Serial Number:	77852648	
Serial Number:	73137807	HANG TEN
Serial Number:	85877490	HANG TEN
Serial Number:	72222181	HANG TEN
Serial Number:	72222050	HANG TEN
Serial Number:	72184491	HANG TEN
Serial Number:	75338714	HANG TEN

TRADEMARK

Serial Number:	73054947	HANG TEN
Serial Number:	85574568	HANG TEN GOLD

CORRESPONDENCE DATA

Fax Number: 2123089079
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Phone: 212-508-0427
 Email: cdorman@phillipslytle.com
 Correspondent Name: Christopher G. Dorman
 Address Line 1: 620 8th Avenue
 Address Line 2: 23rd Floor
 Address Line 4: New York, NEW YORK 10018

NAME OF SUBMITTER:	Christopher G. Dorman
Signature:	/Christopher G. Dorman/
Date:	10/01/2013

Total Attachments: 5
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NOTICE OF SECURITY INTEREST

Notice is hereby given that AMERICAN BRAND HOLDINGS LLC, a Delaware limited liability company, having an address at 594 Jersey Avenue, New Brunswick, NJ 08901 ("Debtor") has granted a security interest to Bank Hapoalim BM ("Lender") having an office at 1177 Avenue of the Americas, New York, NY 10036 in and to all of Debtor's trademarks, including, without limitation, the trademarks listed on Exhibit A and the applications and registrations associated therewith, pursuant to an agreement between Debtor and Lender dated September 19, 2013 and as the same may be amended or supplemented from time to time.

Dated: as of September 30 2013

AMERICAN BRAND HOLDINGS LLC

By: 

Chief Executive Officer (title)

STATE OF NEW YORK

COUNTY OF New York

SS.

On the 25th day of September in the year 2013, before me, the undersigned, a Notary Public in and for said State, personally appeared, Mace Setton Chief Executive Officer personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Donna M. Sepulveda
NOTARY PUBLIC

Donna M. Sepulveda
TYPE OR PRINT NAME

DONNA M. SEPULVEDA
Notary Public, State of New York
No. 01SE6263610
Qualified in New York County
Commission Expires June 11, 2016

SCHEDULE A

(See Attached)

Registered Owner: American Brand Holdings, LLC

<u>Country</u>	<u>Mark</u>	<u>Classes</u>	<u>App. #</u> <u>App. Dt</u>	<u>Reg. #</u> <u>Reg. Dt</u>
Canada	FOOTPRINTS & Design		0337595 11/4/1970	191,920 6/22/1973
Canada	FOOTPRINTS Design		0399301 6/18/1976	256,580 3/6/1981
Canada	FOOTPRINTS Design		0540744 4/23/1985	352,810 3/10/1989
Canada	HANG TEN		0399300 6/18/1976	256,578 3/6/1981
Canada	HANG TEN		0540743 4/23/1985	318,692 9/19/1986
Canada	HANG TEN & Design		0283995 8/7/1964	139,511 3/12/1965
Canada	HANG-TEN		0284209 8/21/1964	139,516 3/12/1965
United States	DOUBLE FOOT PRINT DEVICE (DESIGN)	25	72294298 3/27/1968	877451 9/23/1969
United States	DOUBLE FOOT PRINT DEVICE (DESIGN)	25	72376936 11/23/1970	982289 4/16/1974
United States	DOUBLE FOOT PRINT DEVICE (DESIGN)	28	78595136 3/25/2005	3135267 8/29/2006
United States	DOUBLE FOOT PRINT DEVICE (DESIGN) (02)	25	72380706 1/11/1974	982290 4/16/1974
United States	DOUBLE FOOT PRINT DEVICE (DESIGN)03	35	75402693 12/9/1997	2205789 11/24/1998
United States	DOUBLE FOOT PRINT DEVICE (DESIGN)03	3	85877538 3/15/2013	
United States	DOUBLE FOOT PRINT DEVICE (DESIGN)03	25	77852648 10/20/2009	3809945 6/29/2010
United States	HANG TEN	35	75402692 12/9/1997	2205788 11/24/1998
United States	HANG TEN	9, 14, 16, 18, 24, 25	73137807 8/16/1977	1107860 12/5/1978
United States	HANG TEN	3	85877490 3/15/2013	
United States	HANG TEN	25	72222181 6/28/1965	808565 5/17/1966
United States	HANG TEN	28	72222050 6/25/1965	811306 7/19/1966
United States	HANG TEN	25	72184491 1/10/1964	779097 10/27/1964

United States	HANG TEN & DOUBLE FOOT PRINT DEVICE	25	75338714 8/11/1997	2205322 11/24/1998
United States	HANG TEN & DOUBLE FOOT PRINT DEVICE (DESIGN)	28	73054947 6/12/1975	1033976 2/17/1976
United States	HANG TEN GOLD & Design	25	85574568 3/20/2012	4355049 6/18/2013