

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM379491

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cherokee Inc.		02/23/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Hawk 900 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: 1			
Property Type	Number	Word Mark	
Registration Number:	4905612	900	
CORRESPONDENCE DATA			
Fax Number:	3102030567		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
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:	73665-1105		
NAME OF SUBMITTER:	Rod S. Berman		
SIGNATURE:	/rod s. berman/		
DATE SIGNED:	04/05/2016		
Total Attachments: 2			
source=1105 Trademark Assignment (complete signatures) - U.S. Reg. No. 4905612#page1.tif			
source=1105 Trademark Assignment (complete signatures) - U.S. Reg. No. 4905612#page2.tif			

CH \$40.00 4905612

TRADEMARK ASSIGNMENT

WHEREAS, CHEROKEE INC., a Delaware corporation, having its principal address at 5990 Sepulveda Blvd., Suite 600, Sherman Oaks, California 91411 ("Assignor") is the owner of the trademark registration U.S. Reg. No. 4905612 that is the subject of the stylized mark as shown in Exhibit A (the "Registration") and the good will associated therewith.

WHEREAS, Hawk 900 Brands LLC, a Delaware limited liability company, having its principal address at 13400 Santa Ana Road, Atascadero, California 93422 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Registration, as well as the goodwill associated therewith.

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 sell, assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, all right, title and interest in and to the Registration, together with the goodwill of the business symbolized by the Registration, and any all claims, demands and causes of action for infringement of the Registration, past, present and future, and all of the proceeds from the foregoing.

IN WITNESS WHEREOF, this Assignment is effective as of February 23, 2016.

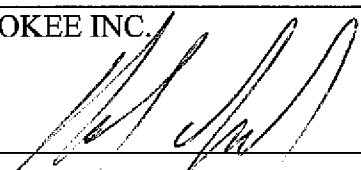
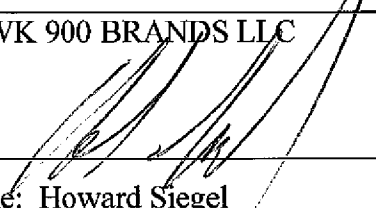
<p>CHEROKEE INC.</p> <p>By: </p> <p>Name: Howard Siegel</p> <p>Title: President & Chief Operating Officer</p>	<p>HAWK 900 BRANDS LLC</p> <p>By: </p> <p>Name: Howard Siegel</p> <p>Title: President & Chief Operating Officer</p>
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EXHIBIT A

