

09-23-1998

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Patent and Trademark Office

Tab settings

To the Honorable Commissioner of Pa

attached original documents or copy thereof.



100838724

MRD 9-8-98

1. Name of conveying party(ies):

Original American Ughs Co.  
2536 S.E. 11th Street  
Portland, Oregon 97202

- Individual(s)
- General Partnership
- Corporation-State Oregon
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: July 31, 1998

2. Name and address of receiving party(ies):

Name: Ugg Holdings, Inc.

Internal Address:

Street Address: 495-A South Fairview Ave.

City: Goleta State: CA ZIP: 93105

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State California
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s)

A. Trademark Application No.(s)



09-08-1998

U.S. Patent & TMO/ TM Mail Rcpt DL #67

B. Trademark registration No.(s)

1,237,456

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Paul G. Juettner

Internal Address:

Street Address: 221 N. LaSalle Street

City: Chicago State: IL ZIP: 60601

6. Total number of applications and registrations involved

1

7. Total fee (37 CFR 3.41): \$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

10-1324

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Paul G. Juettner - 30,270 Reg. No.

Name of Person Signing

*[Handwritten Signature]*  
Signature

September 8, 1998

Date

Total number of pages comprising cover sheet

1

09/28/1998 12:37:45 40.00 01 FT:401

## ASSIGNMENT

This ASSIGNMENT is made this 31st day of July, 1998 from Original American Ughs Co., an Oregon corporation, previously having a place of business at 2536 S.E. 11<sup>th</sup> Street, Portland, Oregon 97202, United States of America (hereinafter "Assignor") and Ugg Holdings, Inc., a California corporation, having a place of business at 495-A South Fairview Avenue, Goleta, California 93105, formerly having a place of business at 2221 Las Palmas Drive, Suite I, Carlsbad, California, United States of America (hereinafter "Assignee").

Assignor represents and warrants that it has adopted and used the trademarks listed on attached Exhibit A, that all the Exhibit A trademark rights are good, valid and subsisting, that it is the owner of all right, title and interest in and to the Exhibit A trademarks, and that it has not previously assigned or otherwise encumbered the Exhibit A trademarks and is free to enter into this Assignment; and

Assignor has elected to dissolve and wind up pursuant to Section 60.631 of the Oregon Revised Statutes and in connection therewith has adopted a Plan of Complete Liquidation and Dissolution pursuant to which Assignor is distributing all of its assets after satisfaction of all of its debts to Assignee as the sole shareholder of Assignor.

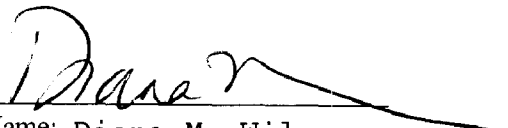
NOW THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee and its successors and assigns all of its right, title and interest in and to the trademarks identified in Exhibit A and the trademark registrations therefor, including the good will of the business associated therewith, in the United States of America, Canada, and every other country of the world, and all claims for past infringements of such rights.

For the above recited consideration, Assignor agrees for itself and for its successors and assigns that it will, at the request and expense of Assignee, its successors and assigns, execute and deliver, without further consideration, any and all assignments and documents, and perform such other acts as it lawfully may, that may be deemed necessary by the Assignee, and its successors and assigns, fully to secure its interest as aforesaid and to obtain or maintain trademark registrations in any and all countries.

This Assignment shall inure to the benefit of and be binding on the parties and their respective successors and assigns.

WHEREFORE, Assignor has caused this Assignment to be executed by its corporate officer, who personally represents that she is duly authorized to enter into this Assignment.

ORIGINAL AMERICAN UGHS CO.

By:   
Name: Diana M. Wilson  
Title: Chief Operating  
Officer and Secretary

Accepted:

UGG HOLDINGS, INC.

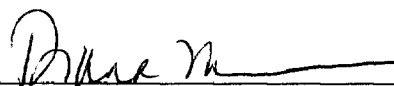
By:   
Name: Diana M. Wilson  
Title: Chief Operating  
Officer and Secretary

EXHIBIT A

<u>Trademarks</u>	<u>Country</u>	<u>Reg. No.</u>
UGHS	Canada	TMA287,645
UGHS	USA	1,237,456