

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blue Concept, LLC		05/04/2004	LTD LIAB JT ST CO: CALIFORNIA

RECEIVING PARTY DATA	
Name:	Yanuk Jeans, LLC
Street Address:	5804 E. Slauson Avenue
City:	Commerce
State/Country:	CALIFORNIA
Postal Code:	90040
Entity Type:	LTD LIAB JT ST CO: CALIFORNIA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	78222961	YANUK

CORRESPONDENCE DATA	
Fax Number:	(213)382-9529
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(213 383-2800
Email:	degreaves@kesselaw.com
Correspondent Name:	Deborah E. Greaves
Address Line 1:	3435 Wilshire Blvd.
Address Line 2:	Suite 2420
Address Line 4:	Los Angeles, CALIFORNIA 90010

NAME OF SUBMITTER:	Deborah E. Greaves
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Total Attachments: 2 source=scan0005#page1.tif source=scan0005#page2.tif
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OP \$40.00 78222961

ASSIGNMENT

This assignment (this "ASSIGNMENT") is made with reference to the following facts:

WHEREAS, on March 7, 2003, BLUE CONCEPT, LLC, a California limited liability company having its principal place of business located at 5804 E. Slauson Avenue, Los Angeles, California 90040 ("ASSIGNOR") filed an application on with the United States Patent and Trademark Office for registration of the "Yanuk" trademark, Serial No. 78/222961, in International Class 025 for apparel (hereinafter the "Mark");

WHEREAS, the Mark was Published for Opposition on November 4, 2003, a Notice of Allowance was issued on January 27, 2004 and a Statement of Use was filed on April 26, 2004;

WHEREAS, ASSIGNOR wishes to assign the Mark to YANUK JEANS, LLC, a California limited liability company having its principal place of business located at 5804 E. Slauson Avenue, Commerce, California 90040 ("ASSIGNEE"), and ASSIGNEE wishes to accept said assignment;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark in the above-identified application for registration thereof.

IN WITNESS WHEREOF, ASSIGNOR hereunto sets its hand and seal this 4th day of May, 2004.

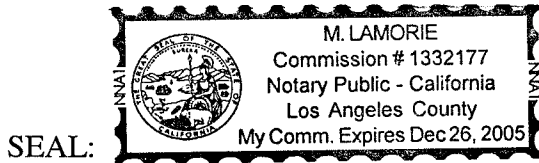
BLUE CONCEPT, LLC, a
California limited liability company

By: 

Its: PRESIDENT

State of California)
) ss:
County of Los Angeles)

On this 4th day of may, 2004, before me, M. Lamorie,
a Notary Public in and for the State and County aforesaid, personally appeared
Paul Guez, personally known to me, or ~~proved to me on the basis of satisfactory~~
~~evidence~~, to be the person whose name is subscribed to the within instrument and
acknowledged to me that he executed the same in his authorized capacity, and that by his
signature on the instrument the person, or the entity upon behalf of which the person
acted, executed the instrument and acknowledged the same to be his free act and deed.



M. Lamorie
Notary Public