

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
Bula, Inc.	Fiji Wear, Inc.	06/23/2000	CORPORATION: COLORADO

RECEIVING PARTY DATA	
Name:	3752313 Canada, Inc.
Street Address:	5445 De Gaspe, Suite 800
City:	Montreal
State/Country:	QUEBEC
Postal Code:	H2T 3B2
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	1577358	BULA

CORRESPONDENCE DATA	
Fax Number:	(303)442-6593
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	303-442-6514
Email:	sledge@hbcboulder.com
Correspondent Name:	Carla W. Sledge
Address Line 1:	921 Walnut Street, Suite 200
Address Line 4:	Boulder, COLORADO 80302

NAME OF SUBMITTER:	Carla W. Sledge
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Total Attachments: 10
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TRADEMARK ASSIGNMENT

Assignment made as of June 23, 2000, by Bula, Inc., a Colorado corporation formerly known as Fiji Wear, Inc. ("Assignor") to 3752313 Canada Inc., a Canadian corporation ("Assignee").

WHEREAS, Assignor has adopted, used, and is using certain "BULA" trademarks (the "Trademarks") in connection with its business;

WHEREAS, Assignor has been granted registrations for the Trademarks in the United States Patent and Trademark Office (the "U.S. Registrations"), with the registration numbers identified in Exhibit A attached hereto;

WHEREAS, Assignor has been granted registrations for the Trademarks in certain foreign countries (the "Foreign Registrations"), with the registration numbers identified in Exhibit B attached hereto;

WHEREAS, Assignee desires to receive an assignment of the full right, title and interest in the Trademarks, and Assignee is willing to make such assignments;

WHEREAS, Assignor is assigning the Trademarks, the U.S. Registrations and the Foreign Registrations to Assignee as a part of the sale of the business assets of Assignor to which the Trademarks pertain; and

WHEREAS, Assignee desires to acquire the entire interest of the Assignor in the Trademarks, the U.S. Registrations and the Foreign Registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks; the U.S. Registrations and the Foreign Registrations, and all rights that arise from such Registrations; all rights to seek other registrations of the Trademarks in the United States Patent and Trademark Office or elsewhere; and all causes of action, past and future, for infringement of the Trademarks or other violations of the rights assigned hereunder.

BULA, INC., a Colorado corporation
formerly known as Fiji Wear, Inc.

By: Ronald S. Parker
Name: Ronald S. Parker
Title: Chairman of the Board

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Los Angeles

On June 23, 2000 before me, Mary Bellomy, Notary Public

personally appeared Ronald S. Parker

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/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal

Mary Bellomy
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Trademark Assignment

Document Date: June 23, 2000 Number of Pages: 3

Signer(s) Other Than Named Above: - none -

Capacity(ies) Claimed by Signer(s)

Signer's Name: Ronald S. Parker

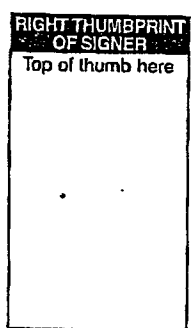
- Individual
- Corporate Officer
Title(s): Chairman of the Board
- Partner — Limited General
- Attorney-in-Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing:
Bula, Inc. a Colorado Corporation

Signer's Name: _____

- Individual
- Corporate Officer
Title(s): _____
- Partner — Limited General
- Attorney-in-Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing:

EXHIBIT A—U.S. TRADEMARKS

<u>Mark</u>	<u>Appl. No.</u>	<u>Filing Date</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
Jock Straps	74528710	05/24/1994	2149583	04/07/1998
Bula and design	74240381	01/27/1992	1765649	04/20/1993
Bula Loops	74259632	03/27/1992	1764198	04/13/1993
Bula, It's an Attitude	73822852	09/01/1989	1593992	05/01/1990
Bula	73680616	08/25/1987	1577358	01/16/1990
Bula Britches	73595792	04/28/1986	1431214	03/03/1987
Bula Loops	73595797	04/28/1986	1430332	02/24/1987

EXHIBIT B—FOREIGN TRADEMARKS

See attached Letter dated May 1, 1998
from Antonelli, Terry, Stout & Kraus, LLP

LAW OFFICES

ANTONELLI, TERRY, STOUT & KRAUS, LLP

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DAVID A. LEE*
ROBERT N. BAUER*
DEMETRA J. MILLS

*ADMITTED OTHER THAN VA.

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E-MAIL
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May 1, 1988

Mr. Chip White
Bula, Inc.
72 Suttle Street
Durango, Colorado 81301VIA FACSIMILE

Re: Statue of BULA Cases

Dear Chip:

As per your recent request, the following is a status report on registrations and applications for registration of the word mark BULA worldwide.

The identifications of goods in the various applications and registrations vary to some degree. However, in general, International Class 9 covers eyeglasses, sunglasses, and eyeglass and sunglass cords; International Class 14 covers jewelry; International Class 18 covers beach tote bags, pocket wallets, hand bags and tote bags worn around the waist; International Class 25 covers ties, string ties, shirts, hats, earmuffs, headbands, visors, mittens and shorts; and International Class 26 covers hair clips and hair holders. If you have any questions concerning the specific items covered in a particular application or registration, please let me know.

ARGENTINA

The mark BULA is registered in Argentina under Registration No. 1,591,304 in International Class 9. The registration will expire on February 12, 2006, and should be renewed prior to that date.

An application for registration in International Class 25 was filed but abandoned due to a prior similar cited registration.

AUSTRALIA

The mark BULA is registered in Australia under Registration No. 577,012 in International Class 9; registered in International Class 18 under Registration No. 577,013; and registered in International Class 25 under Registration No. 577,014. All of the registrations will expire on April 23, 1999, and should be renewed prior to that date.

AUSTRIA

The mark BULA is registered in Austria under Registration No. 133,440 in International Classes 9, 14, 18, 25 and 26. The registration will expire on November 8, 2000, and should be renewed prior to that date.

BENELUX

The mark BULA is registered in the Benelux countries (Belgium, Netherlands, Luxembourg) under Registration No. 525,129 in International Classes 9, 18 and 25. The registration will expire on November 13, 2002, and should be renewed prior to that date.

CANADA

The mark BULA is registered in Canada under Registration No. 393,080 in International Classes 9, 18, 25 and 26. The registration will expire on January 24, 2007, and should be renewed prior to that date.

CHILE

This application was not filed due to a prior similar registration.

FINLAND

An application for registration of the mark BULA was filed in Finland but refused registration based on the previously existing firm name Bula KY. This application was eventually abandoned with the knowledge that the application could be refiled if the cited firm was no longer active and its firm name cancelled from the commercial register. We have recently been advised that the firm Bula KY has not been taxed during the past five years.

and that it is now possible to start legal proceedings for cancellation of this firm name from the commercial register. Please advise us if you wish to attempt to cancel the firm name Bula KY from the commercial register and refile the application for registration of the mark BULA in Finland.

FRANCE

The mark BULA is registered in France under Registration No. 1,546,952 in International Classes 9, 14, 18, 25 and 26. The registration will expire on August 17, 1999, and should be renewed prior to that date.

GERMANY

An application for registration of the mark BULA was filed in Germany and opposed by Bulova Corporation. We are in the process of settling this opposition and hope to have a registration granted shortly.

HUNGARY

An application for registration of the mark BULA is pending in Hungary.

ITALY

The mark BULA is registered in Italy under Registration No. 567,008 in International Classes 9, 14, 18, 25 and 26. The registration will expire on February 7, 2009, and should be renewed prior to that date.

JAPAN

The mark BULA is registered in Japan under Registration No. 2,408,813 in Japanese Class 17 for clothing (which includes headwear). This registration will expire on April 30, 2002. Registration No. 2,429,368 in Japanese Class 23 for watches, eyeglasses and accessories and will expire June 30, 2002. Both registrations should be renewed prior to these dates.

KOREA

The mark BULA is registered in Korea under Registration No. 234,224 in Korean Class 34 for eyeglasses. This registration will expire on March 17, 2002. Registration No. 237,094 in Korean Class 45 for clothing will expire May 6, 2002; and 230,610 in Korean Class 25 for bags will expire on January 13, 2002. All registrations may be renewed before these dates.

MEXICO

We discussed but did not complete filing of an application for registration in Mexico.

NORWAY

An application for registration of the mark BULA was filed in Norway but refused registration based on the previously existing registration of the mark BOLA. We have been attempting to obtain a letter of consent from the owner of the cited registration but, to date, have not yet been able to do so. We will continue our attempts to obtain the letter of consent.

SAUDI ARABIA

We discussed filing an application in Saudi Arabia but did not proceed due to cost.

SLOVENIA

An application for registration of the mark BULA in Slovenia is pending (granted, awaiting registration).

SPAIN

The mark BULA is registered in Spain under Registration No. 1,711,533 in International Class 25. The registration will expire on July 8, 2002, and should be renewed prior to that date.

SWEDEN

The mark BULA is registered in Sweden under Registration No. 243,079 in International Classes 9, 14, 18, 25 and 26. The registration will expire on December 4, 2002, and should be renewed prior to that date.

SWITZERLAND

The mark BULA is registered in Switzerland under Registration No. 397,020 in International Classes 9, 14, 18, 25 and 26. The registration will expire on March 23, 2012, and should be renewed prior to that date.

UNITED ARAB EMIRATES

We discussed filing an application in the United Arab Emirates but did not proceed due to cost.

UNITED KINGDOM

The mark BULA is registered in the United Kingdom under Registration No. 1,407,761 in International Class 9 and under Registration No. 1,407,764 in International Class 26. The registrations will expire on November 17, 2008, and should be renewed prior to that date.

UNITED STATES

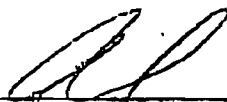
The mark BULA is registered in the United States under Registration No. 1,577,358 in International Classes 9, 14, 18, 25 and 26. The registration will expire on January 16, 2000, and should be renewed prior to that date.

If you need any additional information concerning any of the foregoing applications or registrations, please advise us. In addition, if you need any information concerning any other marks owned by Bula, Inc., please let me know.

While the investigation of the status of the foregoing applications and registrations took considerable time, in the interests of client relations, we have greatly reduced our service charge for the foregoing report. If you have any questions or concerns with respect to the enclosed debit note, please let me know.

Very truly yours,

ANTONELLI, TERRY, STOUT & KRAUS, LLP



Alan E. Schiavelli

AES/jla
Enclosure