

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Paul Guez		06/30/2005	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Taverniti Holdings, LLC		
Street Address:	5804 E. Slauson Avenue		
City:	Commerce		
State/Country:	CALIFORNIA		
Postal Code:	90040		
Entity Type:	Limited liability company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78441487	TAVERNITI SO JEANS	
CORRESPONDENCE DATA			
Fax Number:	(323)278-6637		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(323) 201-3853		
Email:	deborah.greaves@commerce-la.com		
Correspondent Name:	Deborah E. Greaves, Esq.		
Address Line 1:	5804 E. Slauson Avenue		
Address Line 4:	Commerce, CALIFORNIA 90040		
NAME OF SUBMITTER:	Deborah E. Greaves		
Signature:	/deborah e greaves/		
Date:	06/30/2005		

Total Attachments: 2
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OP \$40.00 78441487

ASSIGNMENT

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

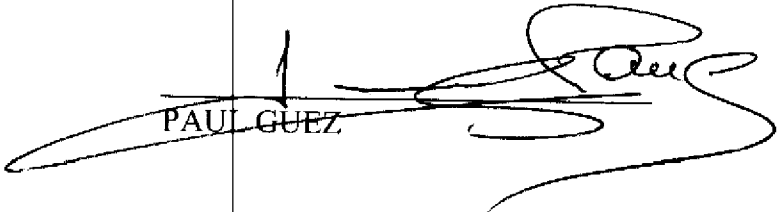
WHEREAS, on June 25, 2004, Paul Guez, an individual with a business address located at 5804 E. Slauson Avenue, Commerce, California 90040 ("ASSIGNOR") filed an application with the United States Patent and Trademark Office for registration of the "Taverniti So Jeans" trademark, Serial No. 78441487, in International Class 025 for apparel (hereinafter the "Mark");

WHEREAS, Assignor filed a Statement of Use with the USPTO on June 27, 2005; and

WHEREAS, ASSIGNOR wishes to assign the Mark to TAVERNITI HOLDINGS, 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 30th day of June, 2005.

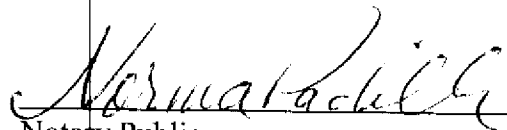

PAUL GUEZ

TRADEMARK

REEL: 003114 FRAME: 0860

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

On this 30th day of June, 2007, before me, Norma Padilla,
a Notary Public in and for the State and County aforesaid, personally appeared
Paul Guicz, 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.


Notary Public

SEAL:

