

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
French West, Inc.		08/31/2006	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Marc Bohbot		
<b>Street Address:</b>	2140 East 25th Street		
<b>City:</b>	Vernon		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90058		
<b>Entity Type:</b>	INDIVIDUAL: FRANCE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2748947	HALEBOB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)286-0488		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	310 985 4283		
<b>Email:</b>	mpilosof@ipbymbp.com		
<b>Correspondent Name:</b>	Maurice B. Pilosof, Esq.		
<b>Address Line 1:</b>	1925 Century Park East, Suite 2300		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>NAME OF SUBMITTER:</b>	Maurice B. Pilosof		
<b>Signature:</b>	/Maurice B. Pilosof/		
<b>Date:</b>	01/31/2007		

**OP \$40.00 2748947**

Total Attachments: 2  
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## TRADEMARK ASSIGNMENT AGREEMENT

**THIS ASSIGNMENT OF TRADEMARK** (this Agreement) is entered into as of August 31, 2006 by and between French West, Inc., a California corporation, (the "Assignor") and Marc Bohbot, an individual, as assignee (the "Assignee").

### RECITALS

**WHEREAS**, Assignor and Assignee entered into a licensing agreement with respect to the trademarks HALEBOB, HALE BOB, HALE BOB and associated design as reflected in Schedule A, whereby Assignee licensed to Assignor trademarks HALEBOB, HALE BOB, HALE BOB for use in connection with clothing ("License Agreement").

**WHEREAS** pursuant to the License Agreement Assignor was to file any and all applications for registration of the trademarks HALEBOB, HALE BOB, HALE BOB and associated designs in the name of Assignee.

**WHEREAS**, Assignor filed applications in its own name, and now owns all rights in and to the trademarks HALEBOB, HALE BOB, HALE BOB and associated design as reflected in Schedule A, in the U.S., including U.S. Trademark Registration No. 2,748,947, and pending trademark applications in China and South Korea, for articles of wearing apparel, including blouses, boots, dresses, flip flops, jackets, jeans, jogging sets, pants, scarves, shoes, shorts, skirts, sneakers, tank tops, collectively referred to herein as the Trademarks.

**WHEREAS**, Assignor desires to grant and Assignee desires to acquire an assignment of the Trademarks, together with the goodwill of the business connected, appurtenant, and symbolized by the Trademarks;

**WHEREAS**, Assignor's business is ongoing and existing.

**NOW THEREFORE**, in consideration of the mutual promises confirmed in this Agreement, and for other good, and valuable consideration, the receipt of which is hereby

acknowledged, the parties to this Agreement, intending to be legally bound agree as follows:

1. **Assignment.** Assignor does hereby assign unto Assignee all Assignor's right, title, interest, and claims in and to the goodwill of the business connected with the use of, and symbolized by, the Trademarks.
  
2. **Power of Attorney.** Assignor hereby constitutes and appoints Assignee, its successors and assigns, the true and lawful attorney of Assignor, in the name of either Assignor or Assignee (as Assignee shall determine in its sole discretion) but for the benefit of Assignee (1) to endorse and/file of record, all assignment, applications, documents, papers and instruments necessary for Assignee or its transferee, successors or assigns, to obtain title to and the use of the Trademarks, (2) to institute and prosecute all proceedings which Assignee may deem proper in order to collect, assert or enforce any claim right or title of any kind, in or to the Trademark, (3) to defend or compromise any and all actions, suits, or proceedings in respect of the Trademarks, and (4) to take all action which Assignee may deem proper in order to provide Assignee the benefits of the Trademark. Assignor acknowledges that the foregoing powers are coupled with an interest and shall be irrevocable.
  
3. **Integration.** No promise, representation or inducement to enter into this Agreement, except as expressly stated herein, has been made by or to, or relied on by any parties. This Agreement contains the entire agreement between Assignor and Assignee and the terms hereof supersede all prior discussions, understandings, or agreements between Assignor and Assignee relative to the subject matter hereof. This Agreement may only be amended by a writing signed by the parties hereto.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the day and year first written above.

FRENCH WEST, INC.  
("ASSIGNOR")

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: PRESIDENT

MARC BOHBOT  
("Assignee")

By: \_\_\_\_\_  
Marc Bohbot