

**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>    |
| M.Wile & Company, Inc.           |  | 05/03/2005            | CORPORATION: NEW YORK |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                       |
| <b>Name:</b>                     | Hart Schaffner & Marx  |                       |                       |
| <b>Street Address:</b>           | 101 N Wacker Drive, Suite 2200   |                       |                       |
| <b>City:</b>                     | Chicago  |                       |                       |
| <b>State/Country:</b>            | ILLINOIS   |                       |                       |
| <b>Postal Code:</b>              | 60606  |                       |                       |
| <b>Entity Type:</b>              | CORPORATION: NEW YORK  |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                       |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>      | 1445272  | ALUMNI                |                       |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                       |
| <b>Fax Number:</b>               | (312)357-5310  |                       |                       |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                       |
| <b>Phone:</b>                    | 3123575322   |                       |                       |
| <b>Email:</b>                    | sfix@hartmarx.com  |                       |                       |
| <b>Correspondent Name:</b>       | Sophie Fix   |                       |                       |
| <b>Address Line 1:</b>           | 101 North Wacker Drive, Suite 2300   |                       |                       |
| <b>Address Line 2:</b>           | Hartmarx Legal Department  |                       |                       |
| <b>Address Line 4:</b>           | Chicago, ILLINOIS 60606  |                       |                       |
| <b>NAME OF SUBMITTER:</b>        | Sophie Fix   |                       |                       |
| <b>Signature:</b>                | /sophiefix/  |                       |                       |
| <b>Date:</b>                     | 08/15/2007   |                       |                       |

**CH \$40.00 1445272**

Total Attachments: 1

**900084519**

**TRADEMARK  
 REEL: 003602 FRAME: 0066**



**TRADEMARK ASSIGNMENT**

This Assignment is made on May 3, 2005 between M.Wile & Company, Inc., a New York corporation, whose principal place of business is 2020 Elmwood Avenue, Buffalo, New York 14207 ("Assignor"), and Hart Schaffner & Marx, an Illinois corporation, whose principal place of business is 101 North Wacker Drive, Suite 2200, Chicago, Illinois, 72202 ("Assignee").

WHEREAS, Assignor has used and is the owner of the trademark ALUMNI in connection with apparel (hereinafter referred to as the "Assigned Trademark"); and

WHEREAS, Assignee is desirous of acquiring any and all rights that Assignor may have in and to the Assigned Trademark, including United States Trademark Registration No. 1,445,272, together with the goodwill of the business pertaining thereto; and

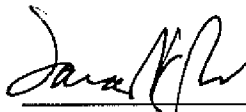
WHEREAS, Assignor hereby represents and warrants to the Assignee that it has good and marketable title in and to the Assigned Trademark and that it has the right to transfer the same.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee its entire right, title and interest in and to the Assigned Trademark, together with the whole of the goodwill of the business pertaining thereto to be held and enjoyed by Assignee for its own use and enjoyment of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale would not have been made; together with all claims and damages by reason of past infringement of the Assigned Trademark with the right to sue for and collect the same for its own use and benefit and for the use and on behalf of its successors, assigns or other legal representatives.

IN TESTIMONY WHEREOF, Assignor has caused its name to be signed and its seal affixed, by its duly authorized officer, this 3<sup>rd</sup> day of May, 2005.

(SEAL)

**M.Wile & Company, Inc.**

By:   
\_\_\_\_\_  
Taras R. Proczko  
Title: \_\_\_\_\_  
Secretary