

**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>
Daymond John		08/22/2007	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Reign Entertainment, LLC		
<b>Street Address:</b>	c/o FUBU The Collection, LLC		
<b>Internal Address:</b>	350 Fifth Avenue, Suite 6617		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76652759	REIGN	
<b>Serial Number:</b>	76978434	REIGN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)983-0772		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	212986-1200		
<b>Email:</b>	pvrnum@janveygordon.com		
<b>Correspondent Name:</b>	William H. Cox		
<b>Address Line 1:</b>	Janvey, Gordon, Herlands, Randolph & Cox		
<b>Address Line 2:</b>	355 Lexington Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>NAME OF SUBMITTER:</b>	Peter J. Vranum		
<b>Signature:</b>	/peter j. vranum/		

CH \$65.00 76652759

Date:

08/22/2007

Total Attachments: 2

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## ASSIGNMENT

THIS ASSIGNMENT, between Daymond John ("Assignor"), an individual with an address c/o FUBU The Collection, LLC, 350 Fifth Avenue, Suite 6617, New York, New York 10018, and Reign Entertainment, LLC, ("Assignee"), a New York corporation with an address at 350 Fifth Avenue, Suite 6617, New York, New York 10018.

WHEREAS, Assignor owns all right, title and interest in and to trademark application serial no. 76/652759 (the "Trademark Application") for REIGN (the "Trademark") which is pending before the United States Patent and Trademark Office.

WHEREAS, Assignor has agreed to assign all right, title and interest in and to the Trademark and the Trademark Application to Assignee;

### WHEREFORE THE PARTIES AGREE AS FOLLOWS:

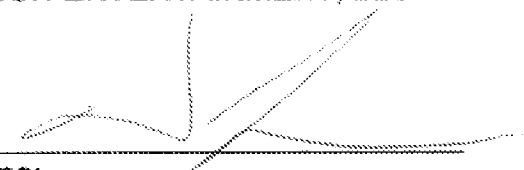
1. Assignment. For valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, and its successors and assigns, all right, title and interest in and to the Trademark, including without limitation, the Trademark Application and that portion of the goodwill of the business of Assignor to which the Trademark pertains, and Assignee accepts such assignment.

2. Miscellaneous. This Agreement shall be governed by the laws of the State of New York. Each of the undersigned consents to the exclusive jurisdiction of the New York state and federal courts and agrees to service of process in accordance with the rules of the court where suit is brought with the same force and effect as if such service had been made within the State of New York. This Agreement represents the entire agreement between the parties and cannot be amended except in writing, signed by the party against whom enforcement is sought. This Agreement may be executed in counterparts, all of which counterparts shall constitute one agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the 22 day of August, 2007.

  
\_\_\_\_\_  
Daymond John

REIGN ENTERTAINMENT, LLC

By:   
\_\_\_\_\_  
name:  
title:

ASSIGNMENT

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WHEREAS, Assignor owns all right, title and interest in and to trademark application serial no. 76/978434 (the "Trademark Application") for REIGN (the "Trademark") which is pending before the United States Patent and Trademark Office.


WHEREAS, Assignor has agreed to assign all right, title and interest in and to the Trademark and the Trademark Application to Assignee;

WHEREFORE THE PARTIES AGREE AS FOLLOWS:

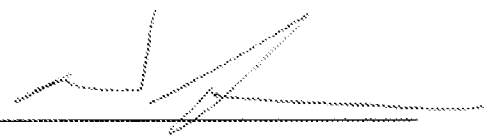
1. Assignment. For valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, and its successors and assigns, all right, title and interest in and to the Trademark, including without limitation, the Trademark Application and that portion of the goodwill of the business of Assignor to which the Trademark pertains, and Assignee accepts such assignment.

2. Miscellaneous. This Agreement shall be governed by the laws of the State of New York. Each of the undersigned consents to the exclusive jurisdiction of the New York state and federal courts and agrees to service of process in accordance with the rules of the court where suit is brought with the same force and effect as if such service had been made within the State of New York. This Agreement represents the entire agreement between the parties and cannot be amended except in writing, signed by the party against whom enforcement is sought. This Agreement may be executed in counterparts, all of which counterparts shall constitute one agreement.

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