

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alternative Apparel, Inc.		11/18/2007	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	The Ice Box - Cool Stuff, LLC		
Street Address:	700 Lake Avenue		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30307		
Entity Type:	LIMITED LIABILITY COMPANY: GEORGIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2282816	GAGWEAR	
Registration Number:	3180630	BRAND OLD	
CORRESPONDENCE DATA			
Fax Number:	(404)252-0970		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4042520900		
Email:	jeff@sladlaw.com		
Correspondent Name:	Jeffrey B. Sladkus, Esq.		
Address Line 1:	1519 Wesley Parkway		
Address Line 4:	Atlanta, GEORGIA 30327		
NAME OF SUBMITTER:	Jeffrey B. Sladkus		
Signature:	/Jeffrey B. Sladkus/		
Date:	12/04/2007		

Total Attachments: 2

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**TRADEMARK
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**ASSIGNMENT OF TRADEMARKS
AND RELATED REGISTRATION**

THIS ASSIGNMENT OF TRADEMARKS AND RELATED REGISTRATIONS (this "Assignment"), dated as of November 18, 2007 (the "Effective Date") is made by and between Alternative Apparel, Inc., a Georgia Corporation ("Assignor") and The Ice Box – Cool Stuff, LLC, a Georgia Limited Liability Company ("Assignee").

WITNESSETH:

WHEREAS, Assignor desires to assign to Assignee all right, title and interest in and to the trademarks and related United States Trademark Registrations identified on Exhibit A attached hereto (the "Trademarks"), together with any and all goodwill of the business associated with the Trademarks;

WHEREAS, Assignee desires to acquire the Trademarks and all goodwill of the business associated therewith from Assignor;

WHEREAS, Assignor and Assignee desire to confirm of record the assignment of the Trademarks to Assignee; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors and Assignee hereby agree as follows:

1. Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with (i) the goodwill and the business symbolized by the Trademarks and (ii) all causes of action, claims and demands and other rights for, or arising from, any infringement, including past infringements, of the Trademarks.

2. Assignor further agrees without further consideration to cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Trademarks and all other rights hereby conveyed.

IN WITNESS WHEREOF, Assignor has caused this Agreement to be duly executed as of the day and year first above written.

ASSIGNOR
ALTERNATIVE APPAREL, INC.

By: 

Name: Evan Toporek

Title: C.O.O.

**EXHIBIT A
TRADEMARKS**

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
GAGWEAR	2,282,816	October 5, 1999
BRAND OLD	3,180,630	December 5, 2006