

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
The Wilkes Bashford Company		11/30/2009	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Ed Mitchell West LLC
Street Address:	670 Post Road East
City:	Westport
State/Country:	CONNECTICUT
Postal Code:	06880
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2493550	WILKES SAN FRANCISCO
Registration Number:	1773881	WILKESHOME
Registration Number:	1660827	WILKES SPORT
Registration Number:	1677685	WILKES SPORT
Registration Number:	1485828	WILKES BASHFORD
Registration Number:	1459300	

CORRESPONDENCE DATA

Fax Number: (312)456-8435
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-456-8400
Email: munozg@gtlaw.com
Correspondent Name: Howard E. Silverman
Address Line 1: 77 W. Wacker Drive
Address Line 2: Greenberg Traurig, LLP - Suite 3100
Address Line 4: Chicago, ILLINOIS 60601-1732

CH \$165.00 2493550

ATTORNEY DOCKET NUMBER:	999931.244266-WILKES
NAME OF SUBMITTER:	Howard E. Silverman
Signature:	/Howard E. Silverman/
Date:	03/24/2010
Total Attachments: 6 source=Wilkes-Mitchell TM Assignment#page1.tif source=Wilkes-Mitchell TM Assignment#page2.tif source=Wilkes-Mitchell TM Assignment#page3.tif source=Wilkes-Mitchell TM Assignment#page4.tif source=Wilkes-Mitchell TM Assignment#page5.tif source=Wilkes-Mitchell TM Assignment#page6.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), dated as of November 30, 2009 (the "Effective Date"), is made by and among The Wilkes Bashford Company, a California corporation ("Assignor"), and Ed Mitchell West LLC, a Delaware limited liability company ("Assignee"). All capitalized terms used but not otherwise defined herein have the meanings set forth in that certain Asset Purchase Agreement, dated as of November 7, 2009, by and among Assignor and Assignee (as the same may be amended, supplemented or otherwise modified from time to time, the "APA").

WHEREAS, pursuant to the APA, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the trademark registrations and applications set forth on Annex I attached hereto together with the goodwill associated therewith (collectively, the "Marks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Marks, for the United States and for all foreign countries, including, without limitation, all corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims in law or equity by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect damages for the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Marks.

[Signature page immediately follows]

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed by their respective officers thereunto duly authorized as of the date first above written.

ASSIGNEE:

ED MITCHELL WEST LLC
a Delaware limited liability company

By: 

Name: _____

Title: _____

ASSIGNOR:

THE WILKES BASHFORD COMPANY
a California corporation

By: _____

Name: _____

Title: _____

Signature Page to the Trademark Assignment

CERTIFICATES OF ACKNOWLEDGMENT

STATE OF Conn)
COUNTY OF Fairfield) SS.

I, Allison Boroway, a Notary Public in and for the County and State aforesaid, do hereby certify that John Russell Mitchell personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that she signed, sealed and delivered the said instrument as a free act and deed with authority to do so. IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 23 day of November, 2009.



Notary Public Allison R. Boroway
Notary Public
Connecticut
My Commission Expires
July 31, 2013

STATE OF CALIFORNIA)
COUNTY OF SAN FRANCISCO) SS.

I, _____, a Notary Public in and for the County and State aforesaid, do hereby certify that _____ personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that she signed, sealed and delivered the said instrument as a free act and deed with authority to do so. IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this ____ day of November, 2009.

Notary Public
Commission Expires: _____

Notary Page to the Trademark Assignment

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed by their respective officers thereunto duly authorized as of the date first above written.

ASSIGNEE:

ED MITCHELL WEST LLC
a Delaware limited liability company

By: _____
Name: _____
Title: _____

ASSIGNOR:

THE WILKES BASHFORD COMPANY
a California corporation

By: Michael Appel
Name: MICHAEL APPEL
Title: INTERIM CEO

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of SAN FRANCISCO

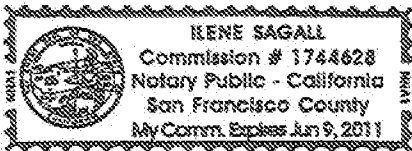
On NOV 25 2009 before me, RENE SAGALL, NOTARY PUBLIC
Date Here Insert Name and Title of the Officer

personally appeared MICHAEL APPEL
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies); and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Place Notary Seal Above

Signature [Handwritten Signature]
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Real Estate Assignment

Document Date: effective 11/20/09 Number of Pages: 4

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: MICHAEL APPEL

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____

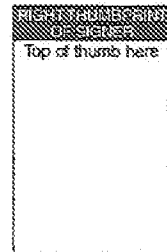
Signer Is Representing: _____



Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____

Signer Is Representing: _____



ANNEX I

TRADEMARK REGISTRATIONS/APPLICATIONS

<i>Trademark</i>	<i>Registration/Application Number</i>	<i>Registration/Filing Date</i>	<i>Jurisdiction</i>
WILKES SAN FRANCISCO	2493550	September 25, 2001	United States Federal Registration
WILKESHOME	1773881	May 25, 1993	United States Federal Registration
WILKES SPORT	1660827	October 15, 1991	United States Federal Registration
WILKES SPORT	1677685	March 3, 1992	United States Federal Registration
WILKES BASHFORD	1485828	April 26, 1988	United States Federal Registration
WB (Logo - Dog & Ball with "WB")	1459300	September 29, 1987	United States Federal Registration

Annex I to the Trademark Assignment