

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	05/28/2008		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bernette Apparel LLC		08/23/2010	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	PurePlay LLC		
Street Address:	600 Old Country Road, Suite 210		
City:	Garden City		
State/Country:	NEW YORK		
Postal Code:	11530		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77183700	PUREPLAY	
Serial Number:	77333075	ECO-LOGIC	
Serial Number:	77364523	CLOTHES FOR THE REGENERATION	
Serial Number:	77364521	CFTRE	
CORRESPONDENCE DATA			
Fax Number:	(503)778-2200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(503) 778-2137		
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Correspondent Name:	Lisa M. Davis		
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ATTORNEY DOCKET NUMBER:	709397.3		

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REEL: 004273 FRAME: 0411

NAME OF SUBMITTER:	Lisa M. Davis
Signature:	/lisa m. davis/
Date:	09/07/2010
Total Attachments: 1 source=Trademark Assignments#page1.tif	

TRADEMARK ASSIGNMENT

This assignment is effective as of May 28, 2008. Bernette Apparel LLC, a New York limited liability company ("Assignor"), is the owner of the following marks filed on the Principal Register in the United States Patent and Trademark Office (the "Marks"):


<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
PUREPLAY	77/183,700	May 17, 2007
ECO-LOGIC	77/333,075	November 19, 2007
CLOTHES FOR THE REGENERATION	77/364,523	January 4, 2008
CFTRE	77/364,521	January 4, 2008

PurePlay LLC, a New York limited liability company ("Assignee"), having its principal office at 600 Old Country Road, Suite 210, Garden City, New York 11530, desires to acquire the Marks.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee, for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives, all of Assignor's right, title and interest in and to the Marks, together with (i) the business associated with the Marks, which business is ongoing and existing; (ii) the goodwill associated with and symbolized by the Marks, and any and all applications and registrations thereof; and (iii) Assignor's entire right title and interest in and to all suits, causes of action and claims recoverable by law or in equity arising from past, present, or future infringement or use of the Marks, and in and to profits arising from past infringement or use.

DATED: August 23, 2010.

ASSIGNOR:
Bernette Apparel LLC


By: _____ Jeffrey Siskind
Its: _____ President