



Tab settings      KLD 8986

To the Honorable Commissioner of I

100767755

attached original documents or copy thereof

MED 7-13-98

1. Name of conveying party(ies):

California Ivy, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: May 1, 1998

2. Name and address of receiving party(ies)

Name: Kellwood Company

Internal Address: \_\_\_\_\_

Street Address: 600 Kellwood Parkway

City: Chesterfield State: MO ZIP: 63017

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,861,900	1,729,512	1,298,914	1,598,726
1,793,747	1,433,037	1,731,246	1,775,319
1,897,587	1,886,141	1,120,590	1,748,620
1,093,846	1,477,775	1,929,406	1,210,600
		1,874,321	1,433,038

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Donald G. Leavitt, Esq.

Internal Address: Senniger, Powers, Leavitt & Roedel

Street Address: One Metropolitan Square  
16th Floor

City: St. Louis State: MO ZIP: 63102

6. Total number of applications and registrations involved: 18

7. Total fee (37 CFR 3.41).....\$ 465.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

07/20/1998 JSHABAZZ 00000006 1861900

0 FC:481 40.00 OP  
02 FC:482 25.00 OP

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Donald G. Leavitt  
Name of Person Signing

Donald G. Leavitt  
Signature

07/09/98  
Date

4

Total number of pages including cover sheet, attachments, and document:

**TRADEMARK ASSIGNMENT**

WHEREAS, California Ivy, Inc. ("California Ivy"), a California corporation, with offices at 4480 Pacific Boulevard, Vernon, California 90058 is the registered owner of the United States trademarks and registrations therefor set forth on Schedule A, attached hereto and made a part hereof, and

WHEREAS, Kellwood Company ("Kellwood"), a Delaware corporation, with offices at 600 Kellwood Parkway, Chesterfield, Missouri 63017, desires to acquire said trademarks and the registrations applicable thereto.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, California Ivy does hereby sell, assign and transfer unto Kellwood the entire right, title and interest in and to:


The United States trademark registrations thereof, together with the good will of the associated business, which is listed on Schedule A attached hereto and made a part of this Assignment, all causes of action, past, present and future for infringement or unfair competition with respect thereto and all licenses relating thereto.



California Ivy warrants that it owns all rights without encumbrance in the United States trademarks covered by the registrations set forth in Schedule A attached hereto. California Ivy hereby agrees that it will, upon written request of Kellwood, from time to time, execute reasonable documents prepared at the expense of Kellwood meeting the requirements of the United States Patent and Trademark Office to record or register Kellwood's rights in such trademarks.

THIS ASSIGNMENT is a nunc pro tunc assignment made on this  
1st day of May, 1998, and shall be considered to have been made  
as of the 30th day of April, 1996.

ATTEST:

CALIFORNIA IVY, INC.

  
\_\_\_\_\_  
Donald J. Gramke  
Assistant Secretary

By:   
\_\_\_\_\_  
James C. Jacobsen  
Sr. Vice President Finance 

(Corporate Seal)

**SCHEDULE A**

**U.S. TRADEMARK REGISTRATIONS**

<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Trademark</u>
1,861,900	11/08/94	ADDITIONS BY CHU (Stylized)
1,793,747	09/21/93	ADDITIONS BY IVY
1,897,587	06/06/95	CAFE BLUE (Stylized)
1,093,846	06/20/78	CALIFORNIA IVY
1,729,512	11/03/92	CHU and Design
1,433,037	03/17/87	FLOWER TEA
1,886,141	03/28/95	IVLA CASUALWEAR
1,477,775	02/23/88	IVY
1,298,914	10/02/84	IVY
1,731,246	11/10/92	IVY and Design
1,120,590	06/19/79	IVY ADDITIONS
1,929,406	10/24/95	IVY COLLECTIBLES
1,874,321	01/17/95	IVY CORNER (service mark)
1,598,726	05/29/90	IVY IMPRESSIONS
1,775,319	06/08/93	IVY WEAR
1,748,620	01/26/93	IVY WORKS
1,210,600	09/28/82	JF ADAMS
1,433,038	03/17/87	LEMON CLOTHING COMPANY