

09-25-2000



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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

<b>Submission Type</b> <input checked="" type="checkbox"/> New <input type="checkbox"/> Resubmission (Non-Recordation) Document ID# <input type="checkbox"/> Correction of PTO Error Reel #              Frame # <input type="checkbox"/> Corrective Document Reel #              Frame #		<b>Conveyance Type</b> <input checked="" type="checkbox"/> Assignment              ( ) License <input type="checkbox"/> Security Agreement      ( ) Nunc Pro Tunc Assignment Effective Date Month Day Year <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Other	
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**Conveying Party**                      ( ) Mark if additional names of conveying parties attached

Execution Date  
9/1/99

Name              Lucky Brand Dungarees, Inc.

Formerly

Individual      ( ) General Partnership      ( ) Limited Partnership      (x) Corporation      ( ) Association

Other

Citizenship/State of Incorporation/Organization      California

**Receiving Party**                      ( ) Mark if additional names of receiving parties attached

Name              Lucky Brand Dungarees, Inc.

DBA/AKA/TA

Composed of

Address (line 1)      4599 District Boulevard

Address (line 2)

Address (line 3)              Vernon              California, USA              90056  
    city                                      State/Country                                      Zip Code

Individual              ( ) General Partnership              ( ) Limited Partnership              ( ) If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation              ( ) Association

Other

Citizenship/State of Incorporation/Organization              Delaware

08/07/2000 MTHAI1      00000246 75977048              FOR OFFICE USE ONLY

01 FC:481              40.00 DP

02 FC:482              1150.00 DP

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Mail documents to be recorded with required cover sheet(s) information to:  
 Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**Domestic Representative Name and Address**

Enter for the first Receiving Party only

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number (212) 697-3750

Name David B. Kirschstein

Address (line 1) Kirschstein, Ottinger, Israel & Schiffmiller, P.C.

Address (line 2) 489 Fifth Avenue, 17<sup>th</sup> Floor

Address (line 3) New York, New York 10017-6105

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

# 3

**Trademark Application Number(s) or Registration Number(s)**

( x ) Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
75/977,048	75/271,746	75/542,834	1,646,123	2,129,881	2,319,618
75/030,041	75/302,294	75/542,835	1,739,962	2,158,107	2,330,052
75/117,085	75/316,804	75/542,836	1,886,118	2,174,252	
75/137,067	75/334,895	75/542,837	1,917,317	2,176,036	
75/977,217	75/417,500	75/542,838	2,050,091	2,271,431	
75/183,066	75/450,494	75/542,839	2,099,756	2,306,327	
75/183,068	75/450,495	75/542,840	2,113,726	2,306,342	
75/977,217	75/540,597	75/543,878			
75/238,637	75/542,825	75/543,879			
75/250,677	75/542,826	75/804,855			
	75/542,827				

**Number of Properties**

Enter the total number of properties involved.

#47

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 1190.00

Method of Payment:

Enclosed ( X )

Deposit Account ( )

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees: Yes ( )

No ( X )

**Statement and Signature**

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. Charges to deposit account are authorized, as indicated herein.

David B. Kirschstein  
Name of Person Signing

  
Signature

July 14, 2000  
Date

ASSIGNMENT

WHEREAS, LUCKY BRAND DUNGAREES, INC., a corporation organized and existing under the laws of the State of California, located and doing business at 4599 District Boulevard, Vernon, California 90058, has adopted the trademarks shown in the attached Exhibit A which have been registered and applied for in the United States Patent and Trademark Office; and

WHEREAS, LUCKY BRAND DUNGAREES, INC., a corporation organized and existing under the laws of the State of Delaware, located and doing business at 4599 District Boulevard, Vernon, California 90058, is desirous of acquiring said marks, the registrations thereof and applications therefor;

NOW, THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said LUCKY BRAND DUNGAREES, INC. does hereby assign unto the said LUCKY BRAND DUNGAREES, INC. all right, title and interest in and to the said marks together with the good will of the business symbolized by said marks, the registrations thereof and the applications therefor.

Dated: September 1, 1999

LUCKY BRAND DUNGAREES, INC

BY 

Name: Roberta S. Karp

Title: Secretary

Sworn to and subscribed  
before me this 12<sup>th</sup> day  
of July, 2000.

  
Notary Public

JANET C. SWEETMAN-KIEFTE  
NOTARY PUBLIC OF NEW JERSEY  
COUNTY OF PASSAIC  
My Commission Expires Dec. 17, 2001

EXHIBIT A

Registrations

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Dt.</u>
LUCKY BRAND	1,646,123	5/28/91
LUCKY YOU	1,739,962	12/15/92
LUCKY YOU	1,886,118	3/28/95
OLD AMERICAN DUNGAREES	1,917,317	9/ 5/95
Design of Label on Fly Front	2,050,091	4/ 8/97
LUCKY WASH	2,099,756	9/23/97
Design of 4 Leaf Clover on Zipper	2,113,726	11/18/97
Design of 4 Leaf Clover on Pocket	2,129,881	i/20/98
LUCKY BRAND DUNGAREES OF AMERICA TOO TOUGH TO DIE	2,158,107	5/19/98
LUCKY BRAND T-SHIRTS ONE SIZE FITS HIM	2,174,252	7/21/98
LUCKY BRAND ONE SIZE FITS HER T-SHIRTS	2,176,036	7/28/98
LUCKY BRAND FOUNDATION MAKING A DIFFERENCE NOW	2,271,431	8/24/99
BE LUCKY	2,306,327	1/ 4/00
LUCKY YOU	2,306,342	1/ 4/00
TRIPLE XXX DUNGAREES	2,319,618	2/15/00
LUCKY BRAND	2,330,052	3/14/00

## Applications

<u>Trademark</u>	<u>Ser. No.</u>	<u>Fil. Dt.</u>
TRIPLE XXX DUNGAREES	75/977,048	5/18/92
LUCKY BRAND DUNGAREES	75/030,041	12/ 8/95
Four Leaf Clover Design	75/117,085	6/11/96
Pocket Stitching Design	75/137,067	7/22/96
LUCKY BRAND	75/977,217	10/17/96
LUCKY BRAND HOME	75/183,066	10/17/96
LUCKY BRAND HOME	75/183,068	10/17/96
LUCKY BRAND	75/977,217	10/17/96
LUCKY KING	75/238,637	2/10/97
HOLY THRIFT	75/250,677	3/ 3/97
LUCKY BRAND	75/271,746	4/ 9/97
TRIPLE XXX DUNGAREES	75/302,294	6/ 2/97
A BRAND	75/316,804	6/30/97
HOT PINK	75/334,895	8/ 4/97
NO ASSEMBLY REQUIRED	75/417,500	1/13/98
LUCKYVILLE	75/450,494	3/16/98
LUCKY ME	75/450,495	3/16/98
Four Leaf Clover Design	75/540,597	8/21/98
LUCKY BRAND KIDS	75/542,825	8/26/98
LUCKY KIDS	75/542,826	8/26/98
LUCKY BRAND KIDS	75/542,827	8/26/98
LUCKY BABY	75/542,834	8/26/98
LUCKY BRAND BABY	75/542,835	8/26/98
LUCKY BOY	75/542,836	8/26/98
LUCKY BRAND BOY	75/542,837	8/26/98
LUCKY GIRL	75/542,838	8/26/98
LUCKY BRAND GIRL	75/542,839	8/26/98
LUCKY KID	75/542,840	8/26/98
LUCKYVILLE	75/543,878	8/27/98
LUCKYVILLE	75/543,879	8/27/98
BE LUCKY	75/804,855	9/21/99

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