

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Russell Corporation		10/05/1998	CORPORATION: ALABAMA

RECEIVING PARTY DATA	
Name:	Russell Asset Management, Inc.
Street Address:	913 North Market Street, Suite 207
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	0997505	R

CORRESPONDENCE DATA	
Fax Number:	(205)488-6369
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	205-521-8369
Email:	njohnson@bradleyarant.com
Correspondent Name:	Nathan W Johnson
Address Line 1:	1819 Fifth Avenue North
Address Line 4:	Birmingham, ALABAMA 35203-2104

NAME OF SUBMITTER:	Nathan W. Johnson
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ASSIGNMENT OF TRADEMARKS

Whereas, Russell Corporation, an Alabama corporation of 755 Lee Street, Alexander City, Alabama 35010, has adopted, used and is using certain marks which are registered in the United States Patent and Trademark Office, the Registraton Numbers and registration dates of which are listed on Schedule A attached hereto and by this reference incorporated herein; and

Whereas, Russell Corporation has adopted, used and is using, or has a bona fide intention to use, certain marks for which applications for registration are pending before the United States Patent and Trademark Office, the Application Serial Numbers and application filing dates of which are listed on Schedule A attached hereto and by this reference incorporated herein; and

Whereas, Russell Asset Management, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 913 North Market Street, Suite 207, Wilmington, Delaware 19801-3052 is desirous of acquiring said marks and the registrations and applications thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, the said Russell Corporation, does hereby assign, such assignment to be effective as of the 5TH day of OCTOBER, 199 8, to the said Russell Asset Management, Inc. all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by such marks, and the above identified registrations and applications thereof. For purposes of Section 10 of the Lanham Act, 15 U.S.C. § 1060, Russell Asset Management, Inc. is the successor of the portion of the business of Russell Corporation to which the intent to use applications listed on Schedule A pertain.

RUSSELL CORPORATION

By Steve R. Forehand
Steve R. Forehand
Its Secretary

ATTEST:

STATE OF ALABAMA)

COUNTY OF TALLAPOOSA)

On this 14th day of January, 1999, before me appeared Steve R. Forehand, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of Russell Corporation with authority to do so.

Teresa M. DeVries
Notary Public

My commission expires: 06-30-2002

(SEAL)

Schedule A
U.S. Trademarks
in the name of Russell Corporation
Assigned to Russell Asset Management, Inc.

PRINCIPAL REGISTER		
Mark Name	Registration Number	Registration Date
Built to Last	1,550,238	August 1, 1989
Chalk Line	1,409,525	September 16, 1986
Chalk Line and design	2,144,921	March 17, 1998
Design only (circle design)	1,489,462	May 24, 1988
Focus Design	1,543,669	June 13, 1989
Get Tough	2,055,798	April 22, 1997
High Cotton (stylized)	1,593,129	April 24, 1990
Jerzees	1,683,032	April 14, 1992
Jerzees logo	1,280,293 (Supplemental Register)	May 29, 1984
Jerzees American Activewear and design	1,697,722	June 30, 1992
Jerzees Built to Last	1,597,515	May 22, 1990
Jerzees Cotton Sweats	1,696,178	June 23, 1992
Jerzees World Class and design	1,983,435	July 2, 1996
Pro Cotton	1,540,603	May 23, 1989
R logo	1,026,794	December 9, 1975
R logo	996,847	October 29, 1974
R logo	997,505	November 5, 1974
R logo	2,118,119	December 2, 1997
R Russell Athletic	1,932,436	November 7, 1995
R Russell Athletic	1,177,390	November 10, 1981
R Russell Athletic and design	2,120,076	December 9, 1997
R Russell Athletic Get Tough	2,035,968	February 4, 1997

R Russell Athletic / High Cotton	1,415,076	October 28, 1986
Red Eagle Trading Company and design	1,923,781	October 3, 1995
Stadium Club	1,764,577	April 13, 1993
Super Sweats	1,158,184	June 23, 1981
The Experience Shows	1,713,836	September 8, 1992
The Radiator	1,587,976	March 20, 1990
PENDING TRADEMARK APPLICATIONS		
Mark Name	Application Number	Application Date
Jerzees	75-258,039	March 17, 1997
Jerzees Activewear Z and design	75-479,305	May 4, 1998
Participant	75-396,821	November 26, 1997
Tweed Fleece	75-399,274	December 3, 1997