

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
Holly Dunlap		11/30/2006	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Kellwood Company		
Street Address:	600 Kellwood Parkway		
City:	Chesterfield		
State/Country:	MISSOURI		
Postal Code:	63017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2502297	HOLLYWOULD	
Registration Number:	2552912	HOLLY WOULD	
CORRESPONDENCE DATA			
Fax Number:	(314)231-4342		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-231-5400		
Email:	ustrademarks@senniger.com		
Correspondent Name:	Senniger Powers/Paul Fleischut		
Address Line 1:	One Metropolitan Square, 16th Floor		
Address Line 4:	St. Louis, MISSOURI 63102		
ATTORNEY DOCKET NUMBER:	KLD9777:PIF/KSB		
NAME OF SUBMITTER:	Paul I. J. Fleischut		
Signature:	/paul fleischut/		
Date:	12/14/2006		

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Total Attachments: 3
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), effective as of the 30 day of NOV, 2008 (the "Effective Date"), by and between Holly Dunlap, an individual, residing at 12 West 57th St., NYC, 10019, ("Assignor") and Kellwood Company, a Delaware corporation, having its principal place of business at 600 Kellwood Parkway, Chesterfield, Missouri 63017 ("Assignee").

WHEREAS, Assignor and Assignee have executed an Agreement for Purchase and Sale of Assets dated as of DEC, 2008 to which this Assignment is referenced and attached;

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark registrations set forth on Exhibit A (the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

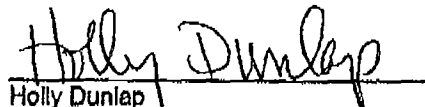
NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby sells, assigns, transfers and otherwise conveys to Assignee the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registration included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademark of the United States and other empowered officials of the United States Patent and Trademark Office and officials in any applicable jurisdictions outside the United States to record the transfer of the registrations set forth on Exhibit A to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary at any time now or in the future to effect and/or perfect this assignment or to confirm Assignee's ownership of the Trademarks.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the Effective Date first above written.

"ASSIGNOR"


Holly Dunlap

STATE OF NY)
) ss.
COUNTY OF W)

On this 30 day of NOV, 2008, before me, a Notary Public in and for the State and County aforesaid, personally appeared before me Holly Dunlop known by me to be the person of the above name and an officer of Hollywould, Inc., duly authorized to execute this Assignment on behalf of Hollywould, Inc., and who signed and executed the foregoing instrument on behalf of Hollywould, Inc.

Given under my hand and seal of office this 30 day of NOV, 2008.

NAZREEN ADJODA
Notary Public, State of New York
No. 01AD6062597
Qualified in Queens County
Commission Expires Aug. 13, 2009

Nazreen Adjoda
Notary Public

My commission expires:

Exhibit A

U.S. TRADEMARKS

<u>TRADEMARK</u>	<u>COUNTRY</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
Hollywould	U.S.	2,502,297	10/30/2001
Hollywould	U.S.	2,552,912	03/26/2002