

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Gerber Childrenswear, Inc.		02/01/2008	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Kellwood Company
<b>Street Address:</b>	600 Kellwood Parkway
<b>City:</b>	Chesterfield
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63017
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 22**

Property Type	Number	Word Mark
Registration Number:	2615158	ALL IN ONESIES
Registration Number:	2521713	ALWAYS BABY
Registration Number:	2693620	BALLOON FUN
Registration Number:	2666232	BUNDLE OF LOVE
Registration Number:	2983833	CUDDLE COTTON
Registration Number:	2713418	EZ-COVER
Registration Number:	2711179	FUNSIE ONESIES
Registration Number:	1178254	FUNZIES
Registration Number:	1369152	NEW BEGINNINGS
Registration Number:	2807342	NOD POD
Registration Number:	2549557	ONESIES
Registration Number:	1292981	ONESIES
Registration Number:	2669547	PRINTSTUFF
Registration Number:	2935350	STROLLERSAC

**CH \$565.00 2615158**

Registration Number:	2423158	SWEET EXPECTATIONS
Registration Number:	2632341	TENDER EXPRESSIONS
Registration Number:	1605634	TINY TOES
Registration Number:	1679885	TINY TOES
Registration Number:	1372729	TWOSIES
Serial Number:	78449824	BEGINNINGS THE BEST PLACE TO START
Serial Number:	78556162	FIRST. RIGHT . . . FROM THE START
Serial Number:	78832190	SHOULDN'T THEIR CLOTHES BE AS CUTE AS THEY ARE?

**CORRESPONDENCE DATA**

Fax Number: (314)231-4342  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 314-231-5400  
Email: kbastunas@senniger.com  
Correspondent Name: Paul Fleischut- Senniger Powers LLP  
Address Line 1: One Metropolitan Square, 16th Floor  
Address Line 4: St. Louis, MISSOURI 63102

ATTORNEY DOCKET NUMBER:	KLD 9892:PIF/KSB
NAME OF SUBMITTER:	Paul I. J. Fleischut
Signature:	/paul fleischut/
Date:	03/27/2008

Total Attachments: 3  
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**TRADEMARK ASSIGNMENT**

WHEREAS, Gerber Childrenswear, Inc., a Delaware corporation, with offices at 7005 Pelham Road, Greenville, South Carolina 29615, ("Assignor") is the owner of all right, title and interest in and to the trademark registrations and applications set forth on Exhibit A attached hereto and made a part hereof (the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

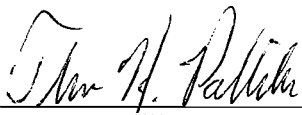
WHEREAS, Kellwood Company ("Assignee"), a Delaware corporation, with offices at 600 Kellwood Parkway, Chesterfield, Missouri 63017, desires to acquire all right, title and interest in and to the Trademarks together with the goodwill of the business connected with and symbolized by the Trademarks.

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

The trademarks, trademark registrations and pending applications thereof, all of which are listed on Exhibit A attached hereto and made a part of this Assignment, together with the full and exclusive benefit thereof, the goodwill of the business associated therewith, and all causes of action, past, present and future for infringement or unfair competition with respect thereto and all licenses relating thereto.

IN WITNESS WHEREOF, this Assignment is made effective this 1<sup>st</sup> day of February, 2008.

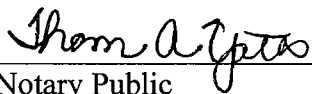
"ASSIGNOR"  
GERBER CHILDRENSWEAR, INC.

By:   
Thomas H. Pollihan  
Senior Vice President, Secretary and  
General Counsel

STATE OF MISSOURI     )  
  )  
COUNTY OF ST. LOUIS    )

On this 1<sup>st</sup> day of February 1, 2008, before me, the undersigned Notary Public, personally appeared Thomas H. Pollihan, known by me to be the person whose name is subscribed to the within instrument and an officer of Gerber Childrenswear, Inc., duly authorized to execute this Assignment on behalf of Gerber Childrenswear, Inc., and who signed and executed the foregoing instrument on behalf of Gerber Childrenswear, Inc.

Given under my hand and seal of office this 1<sup>st</sup> day of February, 2008.

  
\_\_\_\_\_  
Notary Public

My commission expires:

\_\_\_\_\_



THOM A. YATES  
My Commission Expires  
December 13, 2008  
St. Louis City  
Commission #04408065

**EXHIBIT A**

**GERBER CHILDRENSWEAR, INC.**  
**TRADEMARK REGISTRATIONS**

**UNITED STATES**

<b><u>TRADEMARK</u></b>	<b><u>REG. NO.</u></b>	<b><u>REG. DATE</u></b>
ALL IN ONESIES	2,615,158	09/03/2002
ALWAYS BABY	2,521,713	12/25/2001
BALLOON FUN	2,693,620	03/04/2003
BUNDLE OF LOVE	2,666,232	12/24/2002
CUDDLE COTTON	2,983,833	08/09/2005
EZ-COVER	2,713,418	05/06/2003
FUNSIE ONESIES	2,711,179	04/29/2003
FUNZIES	1,178,254	11/17/1981
NEW BEGINNINGS & Design	1,369,152	11/05/1985
NOD POD	2,807,342	01/20/2004
ONESIES	2,549,557	03/19/2002
ONESIES & Design	1,292,981	09/04/1984
PRINTSTUFF	2,669,547	12/31/2002
STROLLERSAC	2,935,350	03/22/2005
SWEET EXPECTATIONS	2,423,158	01/23/2001
TENDER EXPRESSIONS	2,632,341	10/08/2002
TINY TOES	1,605,634	07/10/1990
TINY TOES	1,679,885	03/17/1992
TWOSIES	1,372,729	11/26/1985

**GERBER CHILDRENSWEAR, INC.**  
**PENDING TRADEMARK APPLICATIONS**

**UNITED STATES**

<b><u>TRADEMARK</u></b> <b><u>DATE</u></b>	<b><u>APP. NO.</u></b>	<b><u>FILING</u></b>
BEGINNINGS . . . THE BEST PLACE TO START	78/449,824	07/13/2004
FIRST . . . RIGHT FROM THE START.	78/556,162	01/28/2005
SHOULDN'T THEIR CLOTHES BE AS CUTE AS THEY ARE?	78/832,190	03/08/2006