

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Cluett Peabody Resources Corporation		11/24/2008	CORPORATION:

RECEIVING PARTY DATA

Name:	Cluett, Peabody & Co., Inc.
Street Address:	200 Madison Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	3228422	A
Registration Number:	2609811	@WORK. @PLAY
Registration Number:	2738437	A 1851
Registration Number:	2541415	URBAN MODES
Registration Number:	2779849	ARROW
Registration Number:	2782215	ARROW
Registration Number:	2288751	
Registration Number:	2143307	FRIDAYS BY CLUETT
Registration Number:	1701901	DOVER
Registration Number:	1727731	CHEVELLA
Registration Number:	1536483	RIVER BRAND
Registration Number:	1533256	CP SHIRTMAKERS
Registration Number:	1522732	NO JACKET REQUIRED
Registration Number:	1452283	TUNBRIDGE

CH \$440.00 3228422

Registration Number:	1256193	COTTON+PLUS
Registration Number:	0516456	KENT
Serial Number:	76291750	A

CORRESPONDENCE DATA

Fax Number: (212)218-2200
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ATTORNEY DOCKET NUMBER:	03285.000000
NAME OF SUBMITTER:	Kristin Hogan
Signature:	/kristin hogan/
Date:	12/22/2008

Total Attachments: 1
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ASSIGNMENT

This is an agreement between Cluett Peabody Resources Corporation (hereinafter "CPR"), a Delaware corporation with its principal place of business at 200 Madison Avenue, New York, New York 10016, and its related company, Cluett, Peabody & Co., Inc. (hereinafter "CP&CO"), a Delaware corporation, also with its principal place of business at 200 Madison Avenue, New York, New York 10016.

WHEREAS, CPR is the owner of the trademarks represented by Federal Registration Numbers: 3228422, 2609811, 2738437, 2541415, 2779849, 2782215, 2288751, 2143307, 1701901, 1727731, 1536483, 1533256, 1522732, 1452283, 1256193, and 0516456;

WHEREAS, CPR also is the owner of the trademark that is the subject of Federal Application Serial Number 76/291750; and

WHEREAS, CP&CO desires to acquire such trademarks and all of the business goodwill and any and all assets and rights of CPR associated with such trademarks, including the Registration Numbers and Serial Number recited above.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, CPR hereby assigns, transfers and conveys to CP&CO all of its right, title and interest of CPR in and to the trademarks that are the subject of the Registration Numbers and Serial Number recited above, all common law rights and business goodwill symbolized by those trademarks, as well as the right to oppose, seek cancellation or sue for any past infringement.

Signed at New York, New York, as of the 24 day of November, 2008.

CLUETT PEABODY RESOURCES CORPORATION

By:


Mark D. Fischer, its Senior Vice President

CLUETT, PEABODY & CO., INC.

By:


Mark D. Fischer, its Senior Vice President