

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | |
|------------------------------|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | Security Agreement |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|----------------------------|----------|----------------|----------------------------|
| The William Carter Company | | 10/15/2010 | CORPORATION: MASSACHUSETTS |
| Oshkosh B'Gosh, Inc. | | 10/15/2010 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|--------------------------|--|
| Name: | Bank of America, N.A., as Collateral Agent |
| Street Address: | 101 S. Tyron Street |
| Internal Address: | Mail Code: NC1-002-15-39 |
| City: | Charlotte |
| State/Country: | NORTH CAROLINA |
| Postal Code: | 28255 |
| Entity Type: | Association: UNITED STATES |

PROPERTY NUMBERS Total: 98

| Property Type | Number | Word Mark |
|----------------|----------|-----------------|
| Serial Number: | 78277972 | C |
| Serial Number: | 77486323 | CARTER'S |
| Serial Number: | 77486333 | CARTER'S |
| Serial Number: | 77486346 | CARTER'S |
| Serial Number: | 77486375 | CARTER'S |
| Serial Number: | 77486380 | CARTER'S |
| Serial Number: | 77759341 | JUST ONE YEAR |
| Serial Number: | 77766904 | GENUINE FRIENDS |
| Serial Number: | 77880846 | JUST ONE YOU! |
| Serial Number: | 77880965 | PRECIOUS FIRSTS |
| Serial Number: | 77889822 | JUST ONE YOU |
| Serial Number: | 77889847 | JUST ONE YOU! |

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| | | |
|----------------|----------|---|
| Serial Number: | 77890892 | PRECIOUS FIRSTS |
| Serial Number: | 77929496 | CARTER'S LITTLE LAYETTE |
| Serial Number: | 85040761 | LITTLE LAYETTE |
| Serial Number: | 85056579 | IF THEY COULD JUST STAY LITTLE 'TIL THEIR CARTER'S WEAR OUT |
| Serial Number: | 76627166 | 01 |
| Serial Number: | 76626266 | 02 |
| Serial Number: | 76626335 | 10 |
| Serial Number: | 76627163 | 28 |
| Serial Number: | 76626334 | WIGGLE-IN |
| Serial Number: | 76626599 | SPLASHYCLEAN |
| Serial Number: | 76626526 | ROOMY ROLLY |
| Serial Number: | 76626551 | DRIBBLEHAPPY |
| Serial Number: | 76626304 | WHO'S INSIDE |
| Serial Number: | 76626550 | WRAP-ME-UP |
| Serial Number: | 76626569 | SLEEPLIKELY |
| Serial Number: | 76626332 | SWADDLE-IN |
| Serial Number: | 76626330 | EASY ENTRY FOOTIE |
| Serial Number: | 76626568 | SIDE-SNAPPER |
| Serial Number: | 76626326 | SPEEDY EXIT |
| Serial Number: | 76626552 | CUSHYSOFT |
| Serial Number: | 76626331 | TOASTYSLEEVE |
| Serial Number: | 76626559 | FUZZ-FREE FLEECE |
| Serial Number: | 76626333 | FOREVERSOFT |
| Serial Number: | 78570311 | TOP-SNAPPER |
| Serial Number: | 78576480 | EVERYDAY ESSENTIALS |
| Serial Number: | 78576539 | ALL-THE-WORKS |
| Serial Number: | 78975656 | CHILD OF MINE |
| Serial Number: | 78146962 | CHILD OF MINE |
| Serial Number: | 75618130 | CARTER'S |
| Serial Number: | 76396094 | JUST ONE YEAR |
| Serial Number: | 71020952 | CARTER'S |
| Serial Number: | 74453944 | CARTER'S |
| Serial Number: | 74006476 | CARTER'S |
| Serial Number: | 74006456 | CARTER'S |

| | | |
|----------------------|----------|---|
| Serial Number: | 73136532 | CARTER'S |
| Serial Number: | 75980214 | CARTER'S |
| Serial Number: | 71141546 | CARTER'S |
| Serial Number: | 75980188 | CARTER'S |
| Serial Number: | 75980187 | CARTER'S |
| Serial Number: | 74723096 | CARTER'S FOR KIDS |
| Serial Number: | 78156541 | CHILD OF MINE |
| Serial Number: | 75248473 | IF THEY COULD JUST STAY LITTLE 'TIL THEIR CARTER'S WEAR OUT |
| Serial Number: | 71371018 | JIFFON |
| Serial Number: | 76396960 | JUST ONE YEAR |
| Serial Number: | 71529961 | NEVABIND |
| Serial Number: | 73740888 | TODAY'S CLASSICS |
| Serial Number: | 78296095 | OSHKOSH 1895 |
| Serial Number: | 78273687 | THE OSHKOSH WORKWEAR CO. 1895 |
| Registration Number: | 2958234 | |
| Serial Number: | 78313971 | GENUINE KIDS |
| Serial Number: | 78355834 | GB FROM OSHKOSH |
| Serial Number: | 78376157 | MURTLENECK |
| Serial Number: | 78975659 | OSHKOSH EST. 1895 |
| Serial Number: | 78535963 | OSHKOSH BABY |
| Serial Number: | 71558917 | OSHKOSH |
| Serial Number: | 71558918 | OSHKOSH B'GOSH |
| Serial Number: | 71558922 | VESTBAK |
| Serial Number: | 71558915 | |
| Serial Number: | 73339152 | OSHKOSH B'GOSH |
| Serial Number: | 73778331 | OSHKOSH B'GOSH |
| Serial Number: | 73679398 | OSHKOSH B'GOSH |
| Serial Number: | 73780904 | THE GENUINE ARTICLE |
| Serial Number: | 73775941 | THE GENUINE ARTICLE |
| Serial Number: | 73781937 | OSHKOSH B'GOSH THE GENUINE ARTICLE |
| Serial Number: | 73775936 | OSHKOSH |
| Serial Number: | 73775935 | OSHKOSH B'GOSH |
| Serial Number: | 75104791 | OSHKOSH B'GOSH |
| Serial Number: | 74348511 | B'GOSH |

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|----------------|----------|---------------------------|
| Serial Number: | 74435196 | GENUINE KIDS |
| Serial Number: | 74536642 | OSHKOSH B'GOSH |
| Serial Number: | 73191966 | OSHKOSH |
| Serial Number: | 75104717 | OSHKOSH |
| Serial Number: | 75907750 | OSHKOSH B'GOSH |
| Serial Number: | 76223564 | OSHKOSH B'GOSH |
| Serial Number: | 76224184 | OSHKOSH B'GOSH |
| Serial Number: | 76224072 | G |
| Serial Number: | 76223203 | |
| Serial Number: | 78144916 | GENUINE KIDS FROM OSHKOSH |
| Serial Number: | 78153967 | GENUINE BABY |
| Serial Number: | 78153966 | GENUINE BABY FROM OSHKOSH |
| Serial Number: | 77845476 | OKBG |
| Serial Number: | 77845505 | OKB'G |
| Serial Number: | 77697095 | THE GENUINE DEAL |
| Serial Number: | 77503160 | AT PLAY BY OSHKOSH |
| Serial Number: | 77503168 | AT PLAY BY OSHKOSH |
| Serial Number: | 77503178 | AT PLAY BY OSHKOSH |

CORRESPONDENCE DATA

Fax Number: (800)388-1599
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 800-388-1598
Email: accessin@sprynet.com
Correspondent Name: Jackie Lee
Address Line 1: 1773 Western Avenue
Address Line 2: Access Information Services, Inc.
Address Line 4: Albany, NEW YORK 12203

| | |
|--------------------|--------------|
| NAME OF SUBMITTER: | Jackie Lee |
| Signature: | /Jackie Lee/ |
| Date: | 11/10/2010 |

Total Attachments: 11
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ADDITIONAL NAMES OF CONVEYING PARTIES (In connection with Item 1 of Trademark
Recordation Form Cover Sheet):

Oshkosh B'Gosh, Inc.
1170 Peachtree Street
Atlanta, GA 30309

Delaware Corporation

Citizenship - US - DE

Trademark Security Agreement

Trademark Security Agreement, dated as of October 15, 2010, by The William Carter Company, a Delaware corporation, and OshKosh B'Gosh, Inc., a Delaware corporation, (individually, a "Pledgor" and, collectively, the "Pledgors"), in favor of BANK OF AMERICA, N.A., in its capacity as collateral agent pursuant to the Credit Agreement (in such capacity, the "Collateral Agent").

WITNESSETH:

WHEREAS, the Pledgors are party to a Security Agreement of even date herewith (the "Security Agreement") in favor of the Collateral Agent pursuant to which the Pledgors are required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Collateral Agent, for the benefit of the Secured Parties, to enter into the Credit Agreement, the Pledgors hereby agree with the Collateral Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. Each Pledgor hereby pledges and grants to the Collateral Agent for the benefit of the Secured Parties a lien on and security interest in and to all of its right, title and interest in, to and under all the following Pledged Collateral of such Pledgor:

- (a) Trademarks of such Pledgor listed on Schedule I attached hereto;
- (b) all Goodwill associated with such Trademarks; and
- (c) all Proceeds of any and all of the foregoing (other than Excluded Property).

SECTION 3. Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the Security Agreement and Pledgors hereby acknowledge and affirm that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control unless the Collateral Agent shall otherwise determine.

SECTION 4. Termination. Upon the termination of the Security Agreement, the Collateral Agent shall execute, acknowledge, and deliver to the Pledgors an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien and security interest in the Trademarks under this Trademark Security Agreement.

SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Security Agreement by signing and delivering one or more counterparts.

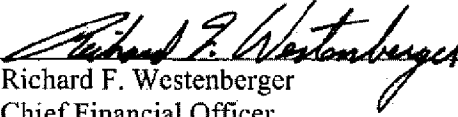
SECTION 6. Governing Law. This Trademark Security Agreement and the transactions contemplated hereby, and all disputes between the parties under or relating to this Trademark Security Agreement or the facts or circumstances leading to its execution, whether in contract, tort or otherwise, shall be construed in accordance with and governed by the laws (including statutes of limitation) of the State of New York, without regard to conflicts of law principles that would require the application of the laws of another jurisdiction.

[signature page follows]

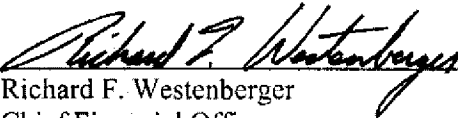
IN WITNESS WHEREOF, each Pledgor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

The William Carter Company

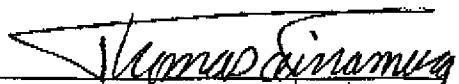

Richard F. Westenberger
Chief Financial Officer

OshKosh B'Gosh, Inc.


Richard F. Westenberger
Chief Financial Officer

Accepted and Agreed:

BANK OF AMERICA, N.A.,
as Collateral Agent

By: 

Name: Thomas Kainamura
Title: Vice President

[Signature Page to Trademark Security Agreement]

SCHEDULE I
to
TRADEMARK SECURITY AGREEMENT
TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS

| Title | Owner | Ser. No. | Appl. Date | Reg. No. | Reg. Date |
|-------------------------|----------------------------|-----------------|-------------------|-----------------|------------------|
| C (block letter) | The William Carter Company | 78/277972 | 7/23/2003 | 3658068 | 7/21/2009 |
| CARTER'S | The William Carter Company | 77/486323 | 5/29/2008 | | |
| CARTER'S | The William Carter Company | 77/486333 | 5/29/2008 | | |
| CARTER'S | The William Carter Company | 77/486346 | 5/29/2008 | 3775443 | 4/13/2010 |
| CARTER'S | The William Carter Company | 77/486375 | 5/29/2008 | 3775444 | 4/13/2010 |
| CARTER'S | The William Carter Company | 77/486380 | 5/29/2008 | 3774445 | 4/13/2010 |
| JUST ONE YEAR | The William Carter Company | 77/759341 | 6/15/2009 | | |
| GENUINE FRIENDS | The William Carter Company | 77/766904 | 6/24/2009 | | |
| JUST ONE YOU! | The William Carter Company | 77/880846 | 11/25/2009 | 3817658 | 7/13/2010 |
| PRECIOUS FIRSTS | The William Carter Company | 77/880965 | 11/25/2009 | 3817676 | 7/13/2010 |
| JUST ONE YOU | The William Carter Company | 77/889822 | 12/9/2009 | | |
| JUST ONE YOU! | The William Carter Company | 77/889847 | 12/9/2009 | | |
| PRECIOUS FIRSTS | The William Carter Company | 77/890892 | 12/10/2009 | | |
| CARTER'S LITTLE LAYETTE | The William Carter Company | 77/929496 | 2/5/2010 | | |
| LITTLE LAYETTE | The William Carter Company | 85/040761 | 5/17/2010 | | |

| Title | Owner | Ser. No. | Appl. Date | Reg. No. | Reg. Date |
|--|-------------------------------|-----------------|-------------------|-----------------|------------------|
| IF THEY COULD JUST STAY LITTLE 'TILL THEIR CARTER'S WEAR OUT | The William Carter Company | 85/056579 | 6/7/2010 | | |
| 01 | The William Carter Company | 76/627166 | 12/30/2004 | 3663968 | 8/4/2009 |
| 02 | The William Carter Company | 76/626266 | 12/30/2004 | 3561456 | 1/13/2009 |
| 10 | The William Carter Company | 76/626335 | 12/30/2004 | 3663967 | 8/4/2009 |
| 28 | The William Carter Company | 76/627163 | 12/30/2004 | 3554524 | 12/30/2008 |
| WIGGLE-IN | The William Carter Company | 76/626334 | 12/30/2004 | 3090833 | 5/9/2006 |
| SPLASHYCLEAN | The William Carter Company | 76/626599 | 12/30/2004 | 3104529 | 6/13/2006 |
| ROOM ROLLY | The William Carter Company | 76/626526 | 12/30/2004 | 3093747 | 5/16/2006 |
| DRIBBLEHAPPY | The William Carter Company | 76/626551 | 12/30/2004 | 3088188 | 5/2/2006 |
| WHO'S INSIDE | The William Carter Company | 76/626304 | 12/30/2004 | 3088185 | 5/2/2006 |
| WRAP-ME-UP | The William Carter Company | 76/626550 | 12/30/2004 | 3088187 | 5/2/2006 |
| SLEEPLIKELY | The William Carter Company | 76/626569 | 12/30/2004 | 3096228 | 5/23/2006 |
| SWADDLE-IN | The William Carter Company | 76/626332 | 12/30/2004 | 3090832 | 5/9/2006 |
| EASY ENTRY FOOTIE | The William Carter Company | 76/626330 | 12/30/2004 | 3163234 | 10/24/2006 |
| SIDE SNAPPER | The William Carter Company | 76/626568 | 12/30/2004 | 3074842 | 3/28/2006 |
| SPEEDY EXIT | The William Carter Company | 76/626326 | 12/30/2004 | 3088186 | 5/2/2006 |
| CUSHYSOFT | The William Carter Company | 76/626552 | 12/30/2004 | 3090837 | 5/9/2006 |

| Title | Owner | Ser. No. | Appl. Date | Reg. No. | Reg. Date |
|---------------------|----------------------------|-----------------|-------------------|-----------------|------------------|
| TOASTYSLEEVE | The William Carter Company | 76/626331 | 12/30/2004 | 3090831 | 5/9/2006 |
| FUZZ-FREE FLEECE | The William Carter Company | 76/626559 | 12/30/2004 | 3185020 | 12/12/2006 |
| FOREVERSOFT | The William Carter Company | 76/626333 | 12/30/2004 | 3325245 | 10/30/2007 |
| TOP-SNAPPER | The William Carter Company | 78/570311 | 2/18/2005 | 3125096 | 8/1/2006 |
| EVERYDAY ESSENTIALS | The William Carter Company | 78/576480 | 2/28/2005 | | |
| ALL-THE-WORKS | The William Carter Company | 78/576539 | 2/28/2005 | 3160646 | 10/17/2006 |
| CHILD OF MINE | The William Carter Company | 78/975656 | 7/24/2002 | 2984266 | 8/9/2005 |
| CHILD OF MINE | The William Carter Company | 78/146962 | 7/24/2002 | 3154675 | 10/10/2006 |
| CARTER'S (Stylized) | The William Carter Company | 75/618130 | 1/11/1999 | 3057989 | 2/7/2006 |
| JUST ONE YEAR | The William Carter Company | 76/396094 | 4/16/2002 | 2971353 | 7/19/2005 |
| CARTER'S | The William Carter Company | 71/020952 | 7/16/1906 | 65969 | 11/5/1907 |
| CARTER'S | The William Carter Company | 74/453944 | 11/3/1993 | 1861582 | 11/8/1994 |
| CARTER'S | The William Carter Company | 74/006476 | 11/16/1989 | 1830836 | 4/12/1994 |
| CARTER'S | The William Carter Company | 74/006456 | 11/16/1989 | 1839028 | 6/7/1994 |
| CARTER'S | The William Carter Company | 73/136532 | 8/5/1977 | 1117280 | 5/1/1979 |
| CARTER'S (Stylized) | The William Carter Company | 75/980214 | 1/11/1999 | 2908910 | 12/7/2004 |
| CARTER'S (Stylized) | The William Carter Company | 71/141546 | 12/27/1920 | 153906 | 3/28/1922 |
| CARTER'S (Stylized) | The William Carter | 75/980188 | 8/14/1998 | 282789 | 4/6/2004 |

| Title | Owner | Ser. No. | Appl. Date | Reg. No. | Reg. Date |
|--|----------------------------|-----------|------------|----------|-----------|
| | Company | | | | |
| CARTER'S & Hands Design | The William Carter Company | 75/980187 | 2/11/1999 | 2926479 | 2/15/2005 |
| CARTER'S FOR KIDS | The William Carter Company | 74/723096 | 8/31/1995 | 2070568 | 6/10/1997 |
| CHILD OF MINE | The William Carter Company | 78/156541 | 8/21/2002 | 2857803 | 6/29/2004 |
| IF THEY COULD JUST STAY LITTLE 'TILL THEIR CARTER'S WEAR OUT | The William Carter Company | 75/248473 | 2/25/1997 | 2310187 | 1/25/2000 |
| JIFFON | The William Carter Company | 71/371018 | 10/31/1935 | 333749 | 4/7/1936 |
| JUST ONE YEAR | The William Carter Company | 76/396094 | 4/16/2002 | 2971353 | 7/19/2005 |
| JUST ONE YEAR | The William Carter Company | 76/396960 | 4/16/2002 | 2711071 | 4/29/2003 |
| NEVABIND | The William Carter Company | 71/529961 | 7/30/1947 | 500112 | 4/20/1948 |
| TODAY'S CLASSICS | The William Carter Company | 73/740888 | 7/19/1988 | 1552944 | 8/22/1989 |
| OSHKOSH 1895 in Cloverleaf Design | OshKosh B'Gosh, Inc. | 78/296095 | 9/4/2003 | 2950220 | 5/10/2005 |
| THE OSHKOSH WORKWEAR CO. 1895 and Cloverleaf Design | OshKosh B'Gosh, Inc. | 78/273687 | 7/14/2003 | 2961080 | 6/7/2005 |
| Cloverleaf Design | OshKosh B'Gosh, Inc. | 78/273691 | 7/14/2003 | 2958234 | 5/31/2005 |
| GENUINE KIDS | OshKosh B'Gosh, Inc. | 78/313971 | 10/15/2003 | 2995898 | 9/13/2005 |
| GB FROM OSHKOSH | OshKosh B'Gosh, Inc. | 78/355834 | 1/22/2004 | 3112654 | 7/4/2006 |
| MURTLNECK | OshKosh B'Gosh, Inc. | 78/376157 | 3/1/2004 | 3107683 | 6/20/2006 |
| OSHKOSH EST. 1895 logo | OshKosh B'Gosh, Inc. | 78/975659 | 2/20/2003 | 2924475 | 2/1/2005 |
| OSHKOSH BABY | OshKosh B'Gosh, Inc. | 78/535963 | 12/21/2004 | 3041545 | 1/10/2006 |
| OSHKOSH | OshKosh B'Gosh, Inc. | 71/558917 | 6/10/1948 | 511479 | 6/21/1949 |
| OSHKOSH B'GOSH | OshKosh B'Gosh, Inc. | 71/558918 | 6/10/1948 | 511480 | 6/21/1949 |

| Title | Owner | Ser. No. | Appl. Date | Reg. No. | Reg. Date |
|---|----------------------|-----------|------------|----------|------------|
| VESTBAK | OshKosh B'Gosh, Inc. | 71/558922 | 6/10/1948 | 558416 | 5/6/1952 |
| Triangle Back Patch | OshKosh B'Gosh, Inc. | 71/558915 | 6/10/1948 | 584466 | 1/12/1954 |
| OSHKOSH B'GOSH in Clover-leaf Design | OshKosh B'Gosh, Inc. | 73/339152 | 11/27/1981 | 1232852 | 3/29/1983 |
| OSHKOSH B'GOSH in Patch Design | OshKosh B'Gosh, Inc. | 73/778331 | 2/2/1989 | 1556949 | 9/19/1989 |
| OSHKOSH B'GOSH | OshKosh B'Gosh, Inc. | 73/679398 | 8/19/1987 | 1498723 | 8/2/1988 |
| THE GENUINE ARTICLE | OshKosh B'Gosh, Inc. | 73/780904 | 2/15/1989 | 1571030 | 12/12/1989 |
| THE GENUINE ARTICLE | OshKosh B'Gosh, Inc. | 73/775941 | 1/23/1989 | 1593550 | 4/24/1990 |
| OSHKOSH B'GOSH THE GENUINE ARTICLE Patch Design | OshKosh B'Gosh, Inc. | 73/781937 | 2/21/1989 | 1561086 | 10/17/1989 |
| OSHKOSH | OshKosh B'Gosh, Inc. | 73/775936 | 1/23/1989 | 1559976 | 10/10/1989 |
| OSHKOSH B'GOSH | OshKosh B'Gosh, Inc. | 73/775935 | 1/23/1989 | 1561067 | 10/17/1989 |
| OSHKOSH B'GOSH | OshKosh B'Gosh, Inc. | 75/104791 | 5/15/1996 | 2168143 | 6/23/1998 |
| B'GOSH | OshKosh B'Gosh, Inc. | 74/348511 | 1/14/1993 | 1796444 | 10/5/1993 |
| GENUINE KIDS | OshKosh B'Gosh, Inc. | 74/435196 | 9/10/1993 | 1984438 | 7/2/1996 |
| OSHKOSH B'GOSH | OshKosh B'Gosh, Inc. | 74/536642 | 6/13/1994 | 2112584 | 11/11/1997 |
| OSHKOSH | OshKosh B'Gosh, Inc. | 73/191966 | 11/3/1978 | 1133127 | 4/15/1980 |
| OSHKOSH | OshKosh B'Gosh, Inc. | 75/104717 | 5/15/1996 | 2217577 | 1/12/1999 |
| OSHKOSH B'GOSH | OshKosh B'Gosh, Inc. | 75/907750 | 2/2/2000 | 2450826 | 5/15/2001 |
| OSHKOSH B'GOSH | OshKosh B'Gosh, Inc. | 76/223564 | 3/13/2001 | 2575818 | 6/4/2002 |
| OSHKOSH B'GOSH | OshKosh B'Gosh, Inc. | 76/224184 | 3/12/2001 | 2504676 | 11/6/2001 |
| G (Stylized) | OshKosh B'Gosh, Inc. | 76/224072 | 3/12/2001 | 2589865 | 7/2/2002 |
| GENUINE BLUES Logo | OshKosh B'Gosh, Inc. | 76/223203 | 3/12/2001 | 2589862 | 7/2/2002 |
| GENUINE KIDS FROM OSH-KOSH | OshKosh B'Gosh, Inc. | 78/144916 | 7/17/2002 | 2783307 | 11/11/2003 |
| GENUINE BABY | OshKosh B'Gosh, Inc. | 78/153967 | 8/14/2002 | 3104584 | 6/13/2006 |
| GENUINE BABY FROM OSH-KOSH | OshKosh B'Gosh, Inc. | 78/153966 | 8/14/2002 | 3104583 | 6/13/2006 |

| Title | Owner | Ser. No. | Appl. Date | Reg. No. | Reg. Date |
|--------------------|----------------------|-----------------|-------------------|-----------------|------------------|
| OKBB | OshKosh B'Gosh, Inc. | 77/845476 | 10/9/2009 | | |
| OKB'G | OshKosh B'Gosh, Inc. | 77/845505 | 10/9/2009 | | |
| THE GENUINE DEAL | OshKosh B'Gosh, Inc. | 77/697095 | 3/23/2009 | 3692372 | 10/6/2009 |
| AT PLAY BY OSHKOSH | OshKosh B'Gosh, Inc. | 77/503160 | 6/19/2008 | | |
| AT PLAY BY OSHKOSH | OshKosh B'Gosh, Inc. | 77/503168 | 6/19/2008 | | |
| AT PLAY BY OSHKOSH | OshKosh B'Gosh, Inc. | 77/503178 | 6/19/2008 | | |