

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
Phat Fashions, LLC		07/16/2012	LIMITED LIABILITY COMPANY: NEW YORK

RECEIVING PARTY DATA

Name:	Phat Farm Holding Company, LLC
Street Address:	1400 Broadway
Internal Address:	Suite 1405
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 36

Property Type	Number	Word Mark
Registration Number:	2272180	
Registration Number:	3759363	P
Registration Number:	3690698	P
Registration Number:	3451492	P
Registration Number:	3438436	P
Registration Number:	2528508	P
Registration Number:	2802598	P
Registration Number:	3823257	P
Registration Number:	3759362	P
Registration Number:	3812223	P
Registration Number:	3085753	P
Registration Number:	2600979	P
Registration Number:	3021315	P

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Registration Number:	3640322	PHAT CLASSICS
Registration Number:	3861131	PHAT FARM
Registration Number:	3256767	PHAT FARM
Registration Number:	3181284	PHAT FARM
Registration Number:	1809325	PHAT FARM
Registration Number:	2415455	PHAT FARM
Registration Number:	2867117	PHAT FARM
Registration Number:	3013536	PHAT FARM
Registration Number:	2552152	PHAT FARM
Registration Number:	3184177	PHAT FARM P
Registration Number:	4006503	PHAT PREMIUM
Serial Number:	77479992	PHAT PREMIUM
Serial Number:	77479984	PHAT PREMIUM
Registration Number:	3716230	
Registration Number:	3693597	
Registration Number:	1819997	PHAT THREADS
Registration Number:	2610656	P
Registration Number:	3018211	P
Registration Number:	3018212	P
Registration Number:	3730098	PHAT FARM
Registration Number:	3220371	PHAT FARM
Registration Number:	3116645	PHAT P FARM
Registration Number:	2551715	P PHAT FARM

CORRESPONDENCE DATA

Fax Number: 2129830772
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 212-986-1200
Email: wcox@gordonherlands.com
Correspondent Name: William H. Cox
Address Line 1: 355 Lexington Avenue
Address Line 2: 10th Floor
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER: 4875.10

NAME OF SUBMITTER: William H. Cox

Signature:

TRADEMARK
REEL: 004822 FRAME: 0179

/William H. Cox/

Date:

07/16/2012

Total Attachments: 3

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ASSIGNMENT OF UNITED STATES TRADE MARK REGISTRATIONS

ASSIGNMENT made as of July 16, 2012 by Phat Fashions, LLC, a New York limited liability company, with an address at 600 Kellwood Parkway, Chesterfield MO 63017 (USA) ("Assignor"), and PHAT FARM HOLDING COMPANY, LLC, a New York limited liability company, located and doing business at 1400 Broadway, Suite 1405, New York, New York 10018 (USA) ("Assignee").

Recital

WHEREAS, the Assignor has adopted and used in its business and is the present title owner of the trade marks shown in Exhibit A attached hereto and made apart hereof (the "Trade Marks");

WHEREAS, the Assignor is the owner of United States registration numbers listed on Exhibit A (the "Registrations") for the trademarks;


WHEREAS, the Assignee is desirous of acquiring the right, title and interest in and to the Trade Marks and to the Registrations and the Assignor has agreed to assign to the Assignee the entire right, title and interest in and to the Trade Marks and the Registrations.

NOW, THEREFORE, for valuable consideration, the receipt of which is hereby acknowledged, the Assignor hereby does sell, assign and transfer unto the Assignee, its successors and assigns all right, title and interest in and to the Trade Marks and the Registrations together with the goodwill of the business in connection with which the Trade Marks are used and any and all damages and profits and any other remedies for past infringement of the Trade Marks.

IN WITNESS WHEREOF the Assignor has executed this instrument as of the date first set forth above.

Phat Fashions, LLC

PHAT FARM HOLDING COMPANY, LLC

By: 
Name: Adrian Kowalewski
Title: Chief Financial Officer


By: 
Name: Anthony LoConte
Title: President

EXHIBIT A

Trade Mark	Registration No.
Bull Design	2,272,180
P and design	3,759,363
P and design	3,690,698
P and design	3,451,492
P and design	3,438,436
P and design	2,528,508
P and design	2,802,598
P and design	3,823,257
P and design	3,759,362
P and design	3,812,223
P and design	3,085,753
P and design	2,600,979
P and design	3,021,315
PHAT CLASSICS	3,640,322
PHAT FARM	3,861,131
PHAT FARM	3,256,767
PHAT FARM	3,181,284
PHAT FARM	1,809,325
PHAT FARM	2,415,455
PHAT FARM	2,867,117
PHAT FARM	3,013,536

PHAT FARM and design	2,552,152
PHAT FARM and design	3,184,177
Phat Premium and design	4,006,503
Phat Premium and design	77/479,992 (Pending)
Phat Premium and design	77/479,984 (Pending)
Design	3,716,230
Design	3,693,597
PHAT THREADS	1,819,997
P and Design	2,610,656
P and Design	3,018,211
P and Design	3,018,212
PHAT FARM	3,730,098
PHAT FARM	3,220,371
PHAT FARM and design	3,116,645
Design	2,551,715