

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Assignment of Trademarks

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Mossimo, Inc.		10/31/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Mossimo Holdings LLC
Street Address:	103 Foulk Road, Suite 200
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19803
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Serial Number:	78471123	BABY MOSS
Registration Number:	1611314	M
Registration Number:	2903572	MOSS
Registration Number:	2157797	MOSS
Registration Number:	2155830	MOSS
Registration Number:	1746343	MOSSIMO
Registration Number:	2491176	MOSSIMO
Registration Number:	2051272	MOSSIMO
Registration Number:	1551068	MOSSIMO
Registration Number:	2341551	MOSSIMO
Registration Number:	2201308	MOSSIMO
Registration Number:	2053214	MOSSIMO
Registration Number:	2591646	MOSSIMO
Registration Number:	2329496	MOSSIMO

OP \$415.00 78471123

Serial Number:	78408094	MOSSIMO GIANNELLI
Registration Number:	2157796	MOSSIMO GIANNELLI

CORRESPONDENCE DATA

Fax Number: (714)755-8290
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 7145401235
Email: ipdocket@lw.com
Correspondent Name: Latham & Watkins LLP
Address Line 1: 650 Town Center Drive, Suite 2000
Address Line 4: Costa Mesa, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER:	026472-0007 TM ASSIGNMNT
NAME OF SUBMITTER:	Patricia A. Conner
Signature:	/Patricia A. Conner/
Date:	10/31/2006

Total Attachments: 4
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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (this "Assignment") is made on the 31st day of October, 2006, between Mossimo, Inc., a Delaware corporation, with an address at 2016 Broadway, Santa Monica, California 90404 ("ASSIGNOR"), and Mossimo Holdings LLC, a Delaware limited liability company, with an address at 103 Foulk Road, Suite 200, Wilmington, Delaware 19803 ("ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and/or intends to use the marks listed in Schedule A attached hereto for which it owns federal applications and registrations in the United States Patent and Trademark Office;

WHEREAS, ASSIGNEE is desirous of acquiring said marks and the applications and registrations thereof;

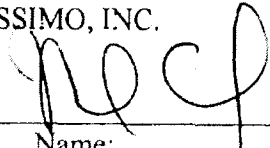
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell, and transfer to ASSIGNEE, its successors and assigns, all its right, title, and interest in and to said marks, together with the goodwill of the business symbolized by and associated with said marks thereof.

Included with and in addition to the foregoing are all claims for damages by reason of past infringement of said marks with the right to sue and collect the same for its own use or for the use of its successors, assigns or other legal representatives. ASSIGNOR covenants for itself and its successors and assigns to provide to ASSIGNEE, promptly upon the request of ASSIGNEE and at the expense of ASSIGNEE, all pertinent facts and documents relating to the marks, including, but not limited to, any and all intellectual property rights related thereto, as may be known or accessible to ASSIGNOR, and to execute and deliver promptly to ASSIGNEE or its legal representative any and all papers, instruments, and affidavits required to apply for, obtain, maintain, issue, or enforce said intellectual property rights which may be necessary or desirable to carry out the purposes thereof.

IN TESTIMONY WHEREOF, ASSIGNOR and ASSIGNEE have executed this Assignment by a duly authorized officer.

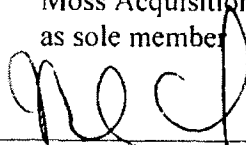
Dated: October 31, 2006

MOSSIMO, INC.

By: 
Name:
Title:

MOSSIMO HOLDINGS LLC

By: Moss Acquisition Corp.,
as sole member

By: 
Name: Neil Cole
Title: President

State of New York)
) ss:
County of New York)

On this 31st day of October, 2006, before me appeared Neil Cole,
the person who signed this instrument, who acknowledged that he/she signed it as a free act on
behalf of Mossimo, Inc.


Notary Public

My Commission Expires:

DEBORAH SORELL STEHR
Notary Public, State of New York
No. 02SO6006648
Qualified in New York County
Commission Expires May 4, 2010

State of New York)
) ss:
County of New York)

On this 31st day of October, 2006, before me appeared
Neil Cole, the person who signed this instrument, who acknowledged that
he/she signed it as a free act on behalf of Mossimo Holdings LLC.


Notary Public

My Commission Expires:

DEBORAH SORELL STEHR
Notary Public, State of New York
No. 02SO6006648
Qualified in New York County
Commission Expires May 4, 2010

SCHEDULE A

See attached.

Schedule A
Mossimo, Inc.—U.S. Trademarks

Trademark	Matter/SubCase	Status Class(es)	Application Number/Date	Registration Number/Date
BABY MOSS	026472-0578/	Published 25	78/471123 20-Aug-2004	
M IN A BOX DESIGN	026472-0327/	Registered 25	73/753277 16-Sep-1988	1611314 28-Aug-1990
MOSS	026472-0328/	Registered 14,18	76/056284 24-May-2000	2903572 16-Nov-2004
MOSS	026472-0331/	Registered 25	75/977002 29-Sep-1995	2157797 12-May-1998
MOSS	026472-0329/	Registered 9	75/977001 29-Sep-1995	2155830 05-May-1998
MOSSIMO (Block)	026472-0335/	Registered 9	74/186765 19-Jul-1991	1746343 12-Jan-1993
MOSSIMO (Block)	026472-0336/	Registered 3	75/633095 02-Feb-1999	2491176 18-Sep-2001
MOSSIMO (Block)	026472-0337/	Registered 14	74/610799 06-Oct-1994	2051272 08-Apr-1997
MOSSIMO (Block)	026472-0338/	Registered 25	73/752329 16-Sep-1988	1551068 08-Aug-1989
MOSSIMO (Stylized)	026472-0438/	Registered 18	75/759670 26-Jul-1999	2341551 11-Apr-2000
MOSSIMO (Stylized)	026472-0345/	Registered 25	75/350621 02-Sep-1997	2201308 03-Nov-1998
MOSSIMO (Stylized)	026472-0344/	Registered 14	74/610797 06-Oct-1994	2053214 15-Apr-1997
MOSSIMO (Stylized)	026472-0546/	Registered 3	78/040066 20-Dec-2000	2591646 09-Jul-2002
MOSSIMO (Stylized)	026472-0437/	Registered 9	75/689070 21-Apr-1999	2329496 14-Mar-2000
MOSSIMO GIANNULLI	026472-0577/	Published 25	78/408094 26-Apr-2004	
MOSSIMO GIANNULLI	026472-0340/	Registered 9	75/976992 19-Sep-1995	2157796 12-May-1998