

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
Mark Hager		10/13/2007	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	BWJ, Inc.		
Doing Business As:	DBA Bread Denim Co.		
Street Address:	4811 Hampton Street		
City:	Vernon		
State/Country:	CALIFORNIA		
Postal Code:	90058		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78421114	BREAD	
CORRESPONDENCE DATA			
Fax Number:	(212)681-0300		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-681-0600		
Email:	jbroitman@ocfblaw.com		
Correspondent Name:	Joshua S. Broitman		
Address Line 1:	570 Lexington Avenue, 17th Floor		
Address Line 4:	New York, NEW YORK 10022-6894		
ATTORNEY DOCKET NUMBER:	ALM-TM-22		
NAME OF SUBMITTER:	Joshua S. Broitman		
Signature:	/joshua s. broitman/		
Date:	10/19/2007		

TRADEMARK

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ASSIGNMENT OF TRADEMARK

WHEREAS, MARK HAGER, an individual residing at 2202 Avenue J, Brooklyn, New York 11210, is the owner of all right, title and interest in the trademark BREAD as applied generally to clothing and U.S. Trademark Application No. 78/421,114, filed May 18, 2004, for said mark;

WHEREAS, BWJ, INC. D/B/A BREAD DENIM CO., a corporation organized under the laws of the State of California, having an office at 4811 Hampton Street, Vernon, California 90058 is desirous of acquiring all right, title and interest in and to the trademark BREAD and U.S. Trademark Application No. 78/421,114 for said mark;

NOW, therefore, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, MARK HAGER does hereby permanently and irrevocably assign to BWJ, INC. D/B/A BREAD DENIM CO. his entire right, title and interest in and to said trademark, including without limitation, all common law rights therein, all designs and logos related thereto, all stylized versions thereof, and the aforesaid U.S. Trademark Application for said mark, together with the right to recover for the past infringement thereof, and the goodwill and the portion of the business pertaining to and symbolized by said trademark.

Dated: October 13, 2007


MARK HAGER