

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK EXAMINING OPERATION**

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

LETTER OF CONSENT

Dear Sir/Madam:

Collective Licensing International, LLC, a limited liability company of Delaware ("Collective Licensing") is the applicant of record for registration for the GENETIC mark, Registration No. 2600366, for goods in Class 025 (the "Collective Licensing Registration").

Genetic Denim LLC, a limited liability company of Delaware ("GDLLC") is the applicant of record for a pending application for the GENETIC mark, Serial No. 85749644, for goods in Class 025 (the "GDLLC Application").

The Collective Licensing Registration was cited as a bar to registration of the GDLLC Application.

Collective Licensing and GDLLC entered into a Settlement Agreement, dated as of September 17, 2010, covering coexistence of certain trademarks owned by each party (the "Agreement").



Collective Licensing and GDLLC each have extensive knowledge about its own business and about the marketplace for its goods. The parties believe that their respective uses of their respective marks are not likely to cause confusion, mistake or deception due to the combination of the specific facts related to the respective uses of said marks. The parties further believe that consumers are unlikely to encounter the products under circumstances which would lead them to believe that the goods emanate from a common source. The parties' beliefs are specific to Collective Licensing and GDLLC and the Agreement based on the facts surrounding their respective use of their marks and does not represent acknowledgement, consent or acquiescence to any other third party known or unknown, current or future, for the use or registration of any marks incorporating "Genetic" or any variant thereof for goods in International Class 018 that either party deems confusingly similar to its mark.

Both Collective Licensing and GDLLC will continue to market their goods in such a manner as to avoid any future likelihood of confusion, mistake or deception in relation to the other party's goods, and in compliance with the Agreement.

Should the need arise, the parties will cooperate to take steps necessary to mitigate any confusion and to prevent the possibility of consumer confusion in the future.

Accordingly, Collective Licensing consents to registration of the GDLLC Application.
The parties respectfully request that the Examining Attorneys allow registration of the mark.

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Collective Licensing International, LLC A Delaware limited liability company	Genetic Denim LLC A Delaware limited liability company
By: <u></u>	By: <u></u>
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Title: <u>VP, FINANCE + OPERATIONS</u>	Title: <u>MANAGER</u>
Date: <u>3/6/13</u>	Date: <u>3/14/13</u>