

09-20-1999

U.S. Department of Commerce
Patent and Trademark Office

9/14/99



101147594

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Name: Adrienne Vittadini Enterprises, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State (Delaware)
 Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of receiving party(ies)

Name: de V&P, Inc.

Address: 234 West 39th Street, 5th Floor
New York, New York 10018

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____

Corporation-State Delaware
 Other: _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: September 2, 1999

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
(See Schedule A)

B. Trademark Registration No.(s)
(See Schedule A)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Baila H. Celedonia, Esq.
Cowan, Liebowitz & Latman, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799

6. Total number of applications and registrations involved: 16

7. Total fee (37 CFR 3.41)..... \$ 415.00

Enclosed
 Any deficiency is authorized to be charged to
Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

(Attach duplicate copy of this page if paying by deposit account)

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01 FC:481 40.00 OP
02 FC:482 375.00 OP

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Baila H. Celedonia

Baila H. Celedonia, Esq.

Signature

Sept. 14, 1999

Date

Total number of pages including cover sheet, attachments, and document: 3

Mail to: Commissioner of Patents & Trademarks, Box Assignments, Washington, D.C. 20231

UNITED STATES TRADEMARK REGISTRATIONS

TRADEMARK	REG. NO.	REG. DATE
AV	1,988,490	07/23/96
ADRIENNE VITTADINI	1,912,150	08/15/95
ADRIENNE VITTADINI	1,877,133	01/31/95
ADRIENNE VITTADINI	1,868,907	12/20/94
ADRIENNE VITTADINI	1,867,672	12/13/94
A2F ALL ABOUT FASHION	1,821,422	02/15/94
ADRIENNE VITTADINI	1,794,033	09/21/93
VITTADINI SPORT	1,789,486	08/24/93
ADRIENNE VITTADINI	1,736,628	12/01/92
ADRIENNE VITTADINI	1,731,179	11/10/92
ADRIENNE VITTADINI	1,601,002	06/12/90
ADRIENNE VITTADINI	1,241,274	06/07/83

UNITED STATES TRADEMARK APPLICATIONS

TRADEMARK	SERIAL NO.	FILING DATE
ADRIENNE VITTADINI	75/597,522	12/01/98
ADRIENNE VITTADINI	75/597,521	12/01/98
ADRIENNE VITTADINI	75/597,513	12/01/98
ADRIENNE VITTADINI MARE	75/544,492	08/26/98

CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, Adrienne Vittadini Enterprises, Inc., a corporation organized and existing under and by virtue of the laws of Delaware, and having a place of business at 575 Seventh Avenue, New York, New York 10018, herein below called "Assignor", owns and has used in its business certain trademarks, trademark applications and trademark registrations, as shown on the attached Schedules A:

; and

WHEREAS, de V & P, Inc., a corporation organized and existing under and by virtue of the laws of Delaware, and having a place of business at 234 West 39th Street, 5th Floor, New York, New York 10018, herein below called "Assignee", is desirous of acquiring the entire right, title and interest in and to the said trademarks, trademark applications, trademark registrations and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor has as of September 2, 1999 sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to the said *trademarks, trademark applications, trademark registrations and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

ADRIENNE VITTADINI ENTERPRISES, INC.

Dated: September 2, 1999

By: 
Name: S.E. Melvin Hecht
Title: Treasurer