

10-10-2000

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9-4023



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8-8-00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK RECORDATION COVER SHEET

HON. COMMISSIONER OF PATENTS AND TRADEMARKS  
BOX ASSIGNMENTS  
Washington, D.C. 20231

Sir:

Please record the attached original documents or copies thereof.

1. Submission Type:

- New
- Resubmission (Non-Recordation) – Document ID# 101352464
- Correction of PTO Error: Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document: Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

2. Name Of Conveying Party(ies):

Name: MAX MARA FASHION GROUP SRL

Formerly \_\_\_\_\_

Execution Date (Month/Day/Year) February 8, 2000

- Individual(s)
- General Partnership
- Corporation
- Association
- Limited Partnership
- Other \_\_\_\_\_

Citizenship/State of Incorporation \_\_\_\_\_

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

3. Name and address of receiving party(ies):

Name: MAX MARA INTERNATIONAL S.A.

DBA/AKA/TA: \_\_\_\_\_

Address: 12, Avenue de la Liberté

City Luxembourg State Luxembourg ZIP \_\_\_\_\_

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation
- Other \_\_\_\_\_

529434\_1

- Enclosed
- Authorized to be charged to deposit account

RECORDED  
10 FEB 2000

2211314  
00000001 134500  
10/10/2000 6T0N11  
01 FC:481 40.00 CH  
02 FC:482 50.00 CH

529434\_1

TRADEMARK  
REEL: 002152 FRAME: 0337

Citizenship/State of Incorporation LUXEMBOURGIAN

If assignee is not domiciled in the U.S., a domestic representative designation is attached:  Yes  No  
(Designation must be a separate document from Assignment).

Additional name(s) & address(es) attached?  Yes  No

4. Conveyance Type:

- Assignment
- Security Agreement
- License
- Other
- Merger
- Change of Name
- Nunc Pro Tunc Assignment

Effective Date: \_\_\_\_\_ (if nunc pro tunc assignment)

5. Application Number(s) and marks or Registration Number(s) and marks:

Trademark Application No.(s) \_\_\_\_\_ (Mark: \_\_\_\_\_ ); \_\_\_\_\_

Trademark registration No.(s) 2,211,314 (Mark: MAX & CO); 2,231,279 (MAX & CO)  
1,910,955 (MAX MARA)

Additional numbers attached?  Yes  No

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

Name: JOHN C. VASSIL c/o Morgan & Finnegan L.L.P.

Internal Address: \_\_\_\_\_

Street Address: 345 Park Avenue

City New York State New York ZIP 10154

Area Code and Telephone Number (212) 415-8

7. Total number of applications and registrations involved: \_\_\_\_\_

8. Total fee (37 CFR 3.41):.....\$ 90.00

- Enclosed
- Authorized to be charged to deposit account

9. Deposit Account Number: 13-4500. Authorization to charge additional fees to deposit account:  Yes  No

10. Statement and Signature

*Charges to deposit account are authorized, as indicated herein*

JOHN C. VASSIL                      *John C Vassil*                      *Aug 8, 2000*  
Name of Person Signing                      Signature                      Date

Total amount of pages in cover sheet:   3  

FORM: REC-TM.NY  
Rev. 10/04/94

MWD  
4-18-00

~~05-10-2000~~  
~~101352464~~

TRADEMARK  
Docket No. 0879-4023US1  
0879-4023

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK RECORDATION COVER SHEET

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- Corrective Document: Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

REC'D  
200 APR 18 AM 9:21  
OPR/FINANCE

2. Name Of Conveying Party(ies):

Name: MAX MARA FASHION GROUP SRL  
Formerly \_\_\_\_\_  
Execution Date (Month/Day/Year) February 8, 2000

- Individual(s)
- General Partnership
- Corporation
- Association
- Limited Partnership
- Other \_\_\_\_\_

Citizenship/State of Incorporation \_\_\_\_\_

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

3. Name and address of receiving party(ies):

Name: MAX MARA INTERNATIONAL S.A.  
DBA/AKA/TA: 12, Avenue de la Linerte, Luxembourg  
Address: \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-
- Other \_\_\_\_\_

05/09/2000 12:41:42  
01 FC:461  
02 FC:462  
0000097 2211314  
40,00 00  
50,00 00

Citizenship/State of Incorporation ITALIAN

If assignee is not domiciled in the U.S., a domestic representative designation is attached:  Yes  No  
(Designation must be a separate document from Assignment).

Additional name(s) & address(es) attached?  Yes  No

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Trademark registration No.(s) 2,211,314 (Mark: MAX & CO); 2,231,279 (MAX & CO)  
1,910,955 (MAX MARA)

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City New York State New York ZIP 10154

Area Code and Telephone Number (212) 415-8

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10. Statement and Signature

*Charges to deposit account are authorized, as indicated herein*

JOHN C. VASSIL                                            Apr. 18, 2010.  
Name of Person Signing                      Signature                      Date

Total amount of pages in cover sheet:   3  

FORM: REC-TM.NY  
Rev. 10/04/94

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK EXAMINING OPERATION

Registrant: :MAX MARA FASHION GROUP S.r.l.

Mark: :MAX & CO.

Registration No.: : 2,231,279

Reg. Date: : March 16, 1999

To The Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

DESIGNATION OF DOMESTIC REPRESENTATIVE

MORGAN & FINNEGAN, L.L.P., whose address is 345 Park Avenue, New York, New York 10154, is hereby designated Registrant's representative upon whom notice or process in proceedings affecting the marks or the registrations may be served.

MAX MARA FASHION GROUP S.R.L.

By:  \_\_\_\_\_

Printed Name: Mr. Luigi Maramotti

Title: Vice-President

Date: March 31, 2000

ASSIGNMENT OF TRADEMARKS

WHEREAS MAX MARA FASHION GROUP S.R.L., an Italian corporation, of Via del Carmine 2, Torino, Italy is the owner of trademark registration nos. **2,211,314** and **2,231,279** for the mark MAX & CO., and **1,910,955** for the mark MAX MARA.

WHEREAS MAX MARA INTERNATIONAL S.A., a Luxembourgian corporation of 12, Avenue de la Liberté, Luxembourg, is desirous of acquiring said marks and registrations.

NOW THEREFORE for good and valuable consideration, receipt of which is hereby acknowledged, said MAX MARA FASHION GROUP S.R.L., does hereby assign to MAX MARA INTERNATIONAL S.A., all right, title and interest in and to the said marks and registrations, together with the goodwill of the business symbolized by the marks and the right to bring action for past infringement of the marks.

This assignment is effective as of the 8th day of February 2000.

MAX MARA FASHION GROUP S.R.L

Dated: February 8<sup>th</sup> 2000

By: 

Name: Mr. Luigi Maramotti  
Title: Vice President



TRADEMARK  
Reg. No. 1,910,995

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK EXAMINING OPERATION

Registrant: :MAX MARA FASHION GROUP S.r.l.

Mark: :MAXMARA (Stylized)

Registration No.: : 1,910,995

Reg. Date: : August 15, 1995

To The Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

DESIGNATION OF DOMESTIC REPRESENTATIVE

MORGAN & FINNEGAN, L.L.P., whose address is 345 Park Avenue, New York, New York 10154, is hereby designated Registrant's representative upon whom notice or process in proceedings affecting the marks or the registrations may be served.

MAX MARA FASHION GROUP S.R.L.

By: 

Printed Name: Mr. Luigi Maramotti

Title: Vice-President

Date: March 31, 2000

TRADEMARK  
REEL: 002152 FRAME: 0345

TRADEMARK  
Reg. No. 2,211,314  
0879 -4023 US2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK EXAMINING OPERATION

Registrant: :MAX MARA FASHION GROUP S.r.l.

Mark: :MAX & CO.

Registration No.: : 2,211,314

Reg. Date: : December 15, 1998

To The Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

DESIGNATION OF DOMESTIC REPRESENTATIVE

MORGAN & FINNEGAN, L.L.P., whose address is 345 Park Avenue, New York, New York 10154, is hereby designated Registrant's representative upon whom notice or process in proceedings affecting the marks or the registrations may be served.

MAX MARA FASHION GROUP S.R.L.

By:  \_\_\_\_\_

Printed Name: Mr. Luigi Maramotti

Title: Vice-President

Date: March 31, 2000