

TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Juicy Couture, Inc.		02/05/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	L.C. Licensing, Inc.
Street Address:	1441 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	2285232	JUICY
Registration Number:	2348674	JUICY COUTURE
Registration Number:	2387924	JUICY JEANS
Serial Number:	76355074	CHOOSE JUICY
Serial Number:	76355072	JUICY
Serial Number:	76376647	JUICY BABY
Serial Number:	76355508	JUICY BABY
Serial Number:	76376638	JUICY COUTURE
Serial Number:	76355073	JUICY COUTURE
Serial Number:	76355510	JUICY COUTURE BABY
Serial Number:	75718579	JUICY GIRL
Serial Number:	76497677	JUICY GIRL
Serial Number:	76376646	JUICY JEANS
Serial Number:	76367154	LOVE P & G
Serial Number:	76367153	LOVE P & G

Serial Number:	76507437	LOVE P & G
Serial Number:	76507435	MADE IN THE GLAMOROUS U.S.A.
Serial Number:	76507436	MADE IN THE GLAMOROUS U.S.A.

CORRESPONDENCE DATA

Fax Number: (212)715-8437

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-715-9257

Email: wspatz@kramerlevin.com

Correspondent Name: Kramer Levin Naftalis & Frankel LLP

Address Line 1: 919 Third Avenue

Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	177079-10000
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NAME OF SUBMITTER:	William Spatz, Esq.
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Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is by and between Juicy Couture, Inc., a California corporation, with legal residence at 12720 Wentworth Street, Arleta, California 91331 (the "Assignor") and L.C. Licensing, Inc., a Delaware corporation with legal residence at 1441 Broadway, New York, New York 10018 (the "Assignee").

WHEREAS, Assignor is the record owner of the trademarks and corresponding registrations thereof listed on Schedule A hereto (the "Trademarks"); and

WHEREAS, Assignee is the successor to the business of Assignor and is desirous of acquiring all of Assignor's right, title and interest in and to the Trademarks, including, without limitation, registrations therefor, together with the good will of the business symbolized by the Trademarks, in the United States of America, its territories and possessions.

NOW THEREFORE, for good and valuable consideration, the receipt and legal sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Trademarks, including, without limitation, registrations therefor, together with the good will of the business symbolized by the Trademarks being assigned, in the United States of America, its territories and possessions, all causes of action for any and all past infringements of the rights being assigned and the right to collect and retain any proceeds therefrom.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by its duly authorized officer.

Dated: February 5, 2004

JUICY COUTURE, INC.

By: 

Name: NICHOLAS RUBINO

Title: V.P. - DEPUTY GENERAL COUNSEL + SECRETARY

SCHEDULE A**UNITED STATES TRADEMARK REGISTRATIONS**

MARK	REGISTRATION NUMBER	REGISTRATION DATE
JUICY	2,285,232	10/12/1999
JUICY COUTURE	2,348,674	5/9/2000
JUICY JEANS	2,387,924	9/19/2000

U.S. TRADEMARK APPLICATIONS

MARK	SERIAL NUMBER	FILING DATE
CHOOSE JUICY	76/355,074	1/3/2002
JUICY	76/355,072	1/3/2002
JUICY BABY	76/376,647	2/28/2002
JUICY BABY	76/355,508	1/3/2002
JUICY COUTURE	76/376,638	2/28/2002
JUICY COUTURE	76/355,073	1/3/2002
JUICY COUTURE BABY	76/355,510	1/31/2002
JUICY GIRL	75/718,579	6/1/1999
JUICY GIRL	76/497,677	3/17/2003
JUICY JEANS	76/376,646	2/28/2002
LOVE P & G and Design	76/367,154	2/4/2002
LOVE P & G and Design	76/367,153	2/4/2002
LOVE P & G and Design	76/507,437	3/31/2003
MADE IN THE GLAMOROUS U.S.A.	76/507,435	3/31/2003
MADE IN THE GLAMOROUS U.S.A.	76/507,436	3/31/2003