

FORM PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

Tab settings ⇌ ⇌ ⇌

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

1. Name of conveying party(ies):  
Benetton Group S.p.A.

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation—Italy  
 Other \_\_\_\_\_  
Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and Address of receiving party(ies):  
Name: Bencorn S.r.l.  
Internal  
Address: Ponzano Veneto  
Street Address: Via Minelli 1  
City: Treviso Country: Italy Zip: \_\_\_\_\_

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation Italy  
 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: Nunc Pro Tunc Assignment

Execution Date: December 20, 2003

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
76/398768 and 32 others  
Additional numbers attached?  Yes  No

B. Trademark registration No.(s)  
2353055 and 42 others

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Jennifer Myron  
Internal Address: Suite 400  
Arent Fox PLLC  
Street Address: 1050 Connecticut Ave. N.W.  
City: Washington State: DC Zip: 200036


6. Total number of applications and registrations involved: ..... 76

7. Total fee (37 CFR 3.41): ..... \$1915.  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
01-2300  
(Attach duplicate copy of this page if paying by deposit account)

**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.*

Jennifer Myron                                            July 7, 2004  
Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

CH \$1915.00 012300 76398768

## Schedule A

Mark	Registration No.
PLAYLIFE	2353055
KILLER LOOP (& Rectangle Design)	2320297
K (& Three Ovals Design)	2661095
SISLEY	1524031
SISLEY	1957113
SISLEY	1022310
SISLEY (& Shield Design)	1410597
SISLEY (& Shield Design)	2092399
SISLEY (& Design)	2508283
012 BENETTON	1370263
012 BENETTON	1498590
BENETTON	1191913
BENETTON	1457535
BENETTON	2008747
BENETTON (& Design)	1501273
BENETTON (& Design)	1437796
BENETTON (& Design)	1389904
BENETTON (& Design)	1404218
BENETTON (& Design)	1475960
BENETTON (& Design)	1512130
BENETTON (& Design)	1558104
BENETTON FORMULA	2003815
BENETTON SPORTSYSTEM (& Green Rectangle Design)	2034933
BENETTON UNDERCOLORS (Stylized)	1541604
BENETTON USA	2608410
Miscellaneous Design (for COLORS pentagonal bottle)	1770968
COLORS DE BENETTON (Stylized)	1503516
COLORS FOR LEGS	2308131
COLORS (Stylized)	1752500
MAMA OF BENETTON (& Green Rectangle Design) left	2244137
Miscellaneous Design (for COLORS pentagonal bottle box)	1770969
THE HIP SITE	2671455
THE HIP SITE	2712803
THE HIP SITE	2697253
THE HIP SITE	2676819
THE HIP SITE	2723306
THE HIP SITE (& Square Design)	2676830
THE HIP SITE (& Square Design)	2676829
THE HIP SITE (& Square Design)	2746066
UNDERCOLORS	1988264
UNITED COLORS OF BENETTON	1618282
UNITED COLORS OF BENETTON	1610037
UNITED COLORS OF BENETTON (& Green Rectangle Design)	1809273

Mark	Application No.
PLAYLIFE	76/398768
PLAYLIFE (Reversed Stylized)	76/398767
PLAYLIFE (Reversed Stylized)	75/408013
KILLER LOOP	75/732059
KILLER LOOP	76/293540
KILLER LOOP	76/349548
KILLER LOOP (& Rectangle Design)	76/398890
K (&Three Ovals Design)	76/398766
SISLEY (& Shield Design)	76/535550
SISLEY (& Rectangle Design)	76/498494
BENETTON FORMULA 1 RACING TEAM (& Design)	75/246523
COLORS (Stylized) color	75/275121
COLORS (Stylized) color	75/275123
COLORS (Stylized)	74/670539
COLORS (Stylized)	75/128215
PRET A PORTER	76/489265
Miscellaneous Design (Green Rectangle)	75/621605
THE HIP SITE	76/295039
THE HIP SITE	76/295043
THE HIP SITE	76/295045
THE HIP SITE	76/295036
THE HIP SITE	76/295046
THE HIP SITE (& Square Design)	76/295048
THE HIP SITE (& Square Design)	76/295125
THE HIP SITE (& Square Design)	76/295559
THE HIP SITE (& Square Design)	76/295560
THE HIP SITE (& Square Design)	76/295557
THE HIP SITE (& Square Design)	76/295555
THE HIP SITE (& Square Design)	76/295037
UNDERCOLORS OF BENETTON (& Green Rectangle Design) left	75/610237
UNITED COLORS OF BENETTON (& Green Rectangle Design) left	75/469594
UNITED COLORS OF BENETTON (& Green Rectangle Design) left	75/771824
ZERODODICI OF BENETTON (& Green Rectangle Design) left	75/453837

**NUNC PRO TUNC ASSIGNMENT**

WHEREAS, Benetton Group S.p.A., organized under the laws of Italy, located and doing business at Ponzano Veneto, Via Villa Minelli 1, Treviso, Italy (hereinafter "Assignor") is the owner of the U.S. Trademark Applications and Registrations listed on the attached Schedule A, and the goodwill symbolized thereby (the "Trademarks"); and

WHEREAS, on December 20, 2003, Assignor sold, assigned and transferred all of its right, title, and interest in and to the Trademarks to Bencom S.r.l., a sole shareholder's company coordinated and directed by Benetton Group S.p.A., and organized under the laws of Italy, located and doing business at Ponzano Veneto, Via Villa Minelli 1, Treviso, Italy (hereinafter "Assignee"); and

WHEREAS, the parties are desirous of ratifying and confirming said sale, assignment and transfer of all right, title and interest in and to said Trademark and the goodwill symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has assigned and hereby sells, assigns, transfers and sets over to Assignee, nunc pro tunc as of December 20, 2003, the entire right, title, interest in and to U.S. Trademark Applications and Registrations listed on Schedule A and the goodwill of the business connected with the Trademarks, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Assignor further assigns to Assignee all right to sue for and receive all damages accruing from past infringements of the Trademark assigned.

This Assignment shall be binding upon the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privity therewith.

BENETTON GROUP S.P.A.

Date: July 1<sup>st</sup>, 2004

By: 

Name: EROS DE BORTOLI

Title: IP MANAGER