

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fairway Investments Limited		11/03/2002	Irish Company:
RECEIVING PARTY DATA			
Name:	Waterford Wedgwood Plc		
Street Address:	Kilbarry		
City:	Waterford		
State/Country:	IRELAND		
Entity Type:	Irish Company:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1288972	CASHS	
CORRESPONDENCE DATA			
Fax Number:	(703)836-2021		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	bnitrademark@burnsdoane.com		
Correspondent Name:	Burns Doane Swecker & Mathis, LLP		
Address Line 1:	P.O. Box 1404		
Address Line 4:	Alexandria, VIRGINIA 22313-1404		
DOMESTIC REPRESENTATIVE			
Name:	Burns Doane Swecker & Mathis, LLP		
Address Line 1:	P.O. Box 1404		
Address Line 4:	Alexandria, VIRGINIA 22313-1404		
NAME OF SUBMITTER:	Bassam N. Ibrahim		
Signature:	/Bassam N. Ibrahim/		

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TRADEMARK
REEL: 003021 FRAME: 0041

Date:

02/02/2005

Total Attachments: 2

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THIS ASSIGNMENT is made the 26th day of January Two Thousand and Five

BETWEEN Fairway Investments Limited, an Irish company of Cork, Ireland (hereinafter called "the Assignor") of the one part

AND Waterford Wedgwood Plc., an Irish company, of Kilbarry, Waterford, Ireland (hereinafter called "the Assignee") of the other part

WHEREAS the Assignor is the registered Proprietor of the registered Trade Mark (hereinafter called "the said Trade Mark") the particulars of which are set out in the Schedule hereto

AND WHEREAS by Agreement dated the 3rd day of November 2002 and made between Dermott O' Mahoney, Michael O'Driscoll, Fairway Investments Limited and Waterford Wedgwood Plc, the Assignor, inter-alia for the consideration mentioned therein agreed to sell to the Assignee the Trade Mark and the associated goodwill.

In the said Agreement the Assignor agreed to promptly take all action to execute any documentation as requested by the Assignee at any time to ensure that valid legal and beneficial ownership of the said Trade Mark is vested in the name of the Assignee and pursuant to that Agreement **NOW THIS DEED WITNESSETH** that in consideration of the said Agreement the Assignor as beneficial owner hereby assigns unto the Assignee **ALL THAT** the said Trade Mark together with the goodwill of the business symbolized therein **TO HOLD** the same up to the Assignee absolutely.

IN WITNESS whereof the Assignor and the Assignee have affixed their Common Seals the day and year first above written

THE SCHEDULE ABOVE REFERRED TO

Trade Mark

Reg. No.

Class

CASHS

1288972

16 and 42

The Common Seal of
Fairway Investments Limited
was hereunto affixed
in the presence of

Beverly Walsh
Solicitor, etc.

Dermot O'Mahony
(Solicitor)

Michael O'Driscoll
(Solicitor)

The Common Seal of
Waterford Wedgwood Plc.
was hereunto affixed
in the presence of

[Signature]
[Signature]

JF →

P.D. →