

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Jennifer Lopez		08/30/2006	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JLO Holding Company, LLC		
<b>Street Address:</b>	2401 Main Street		
<b>Internal Address:</b>	c/o Murphy & Kress		
<b>City:</b>	Santa Monica		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90405		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2846281	J.LO BY JENNIFER LOPEZ	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)318-6847		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-318-6037		
<b>Email:</b>	rls@paulhastings.com		
<b>Correspondent Name:</b>	Robert L. Sherman		
<b>Address Line 1:</b>	75 East 55th Street		
<b>Address Line 2:</b>	Paul, Hastings, Janofsky & Walker LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	38310.00006		
<b>NAME OF SUBMITTER:</b>	Robert L. Sherman		
<b>Signature:</b>	/rls/		

CH \$40.00 2846281

Date:

09/05/2006

Total Attachments: 2

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## ASSIGNMENT

This ASSIGNMENT from JENNIFER LOPEZ, an individual (“Assignor”), to JLO HOLDING COMPANY, LLC, a limited liability company organized and existing under the laws of the State of Delaware (“Assignee”), is entered into and effective as of the date first written below.

### WITNESSETH

WHEREAS, Assignor owns all right, title and interest in and to United States Trademark Registration No. 2,846,281 for the trademark J.LO BY JENNIFER LOPEZ, for “sunglasses,” “jewelry,” “clothing, namely, bathing suits, jeans, tops, bottoms, shirts, shorts, skirts, jogging suits, body suits, running shorts, running pants, sweat suits, sweat shirts, sweat pants, blouses, dresses, headwear and clothing accessories, namely, scarves and gloves,” and “computerized online retail services in the field of cosmetics, fragrances, eyewear, jewelry, clothing, clothing accessories, footwear, headwear” (the “Registration”), including the goodwill corresponding thereto.

WHEREAS, Assignee desires to acquire from Assignor, and Assignor now wishes to assign to Assignee, any and all of Assignor’s right, title and interest in and to the Registration, including the goodwill of the business in connection with which the mark is used and which is symbolized by the mark, together with the right to recover for any past, present and future infringements and violations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, its entire right, title and interest in and to the Registration, together with the

goodwill of the business in connection with which the mark is used and which is symbolized by the mark, together with the right to recover for any past, present and future infringements and violations thereof.

Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, it and its legal representatives and assigns shall undertake all reasonable and lawful acts, including the execution of documents and the giving of testimony, that may be necessary or desirable for maintaining, renewing or enforcing the Registration.

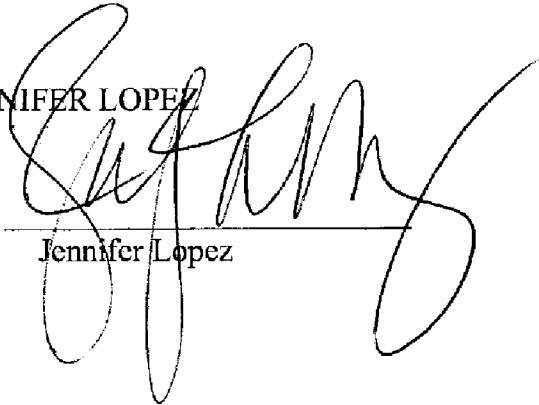
Assignor represents and warrants that it has authority to enter into this Assignment and has not granted and will not grant to others any rights inconsistent with the rights granted herein.

IN WITNESS WHEREOF, the Assignor has executed this Assignment on the date set forth below.

Dated: 8/30, 2006

JENNIFER LOPEZ

By:

  
Jennifer Lopez