

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
Jennifer Lopez		08/30/2006	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	JLO Holding Company, LLC		
Street Address:	2401 Main Street		
Internal Address:	c/o Murphy & Kress		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90405		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3058003	J.LO BY JENNIFER LOPEZ	
CORRESPONDENCE DATA			
Fax Number:	(212)318-6847		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-318-6037		
Email:	rls@paulhastings.com		
Correspondent Name:	Robert L. Sherman		
Address Line 1:	75 East 55th Street		
Address Line 2:	Paul, Hastings, Janofsky & Walker LLP		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	38310.00006		
NAME OF SUBMITTER:	Robert L. Sherman		
Signature:	/rls/		

CH \$40.00 3058003

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. 3,058,003 for the trademark J.LO BY JENNIFER LOPEZ, for “eyewear, namely, eyeglasses, eyeglass frames, clip on glasses, eyeglasses cases and cleaning cloths distributed with eyewear,” and “footwear” (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