

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Confirmatory Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Benetton Group S.p.A.		08/31/2006	CORPORATION: ITALY
RECEIVING PARTY DATA			
Name:	Bencom S.r.l.		
Street Address:	Via Villa Minelli 1		
Internal Address:	31050 Ponzano Veneto		
City:	Treviso		
State/Country:	ITALY		
Entity Type:	CORPORATION: ITALY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2996252	KIDDY LOOP	
CORRESPONDENCE DATA			
Fax Number:	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2028576000		
Email:	gordon.lisa@arentfox.com		
Correspondent Name:	Laurel E. Queeno		
Address Line 1:	1050 Connecticut Avenue, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036-5339		
ATTORNEY DOCKET NUMBER:	028787.00001		
DOMESTIC REPRESENTATIVE			
Name:	Laurel E. Queeno		
Address Line 1:	1050 Connecticut Avenue, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036-5339		

CH \$40.00 2996252

NAME OF SUBMITTER:	Laurel E. Queeno
Signature:	/Laurel E. Queeno/
Date:	09/15/2006
Total Attachments: 1 source=assign (2)#page1.tif	

ATTO CONFERMATIVO DI CESSIONE

PREMESSO CHE

BENETTON GROUP S.p.A., una società di diritto Italiano, con sede legale in Via Villa Minelli 1, 31050 Ponzano Veneto (Treviso), Italia [nel seguito denominata "**BENETTON**"]

era l'unica proprietaria in India delle domande/registrazioni di marchio "KIDDY LOOP" NR. 2996252 [qui di seguito indicata come "**IL MARCHIO**"]

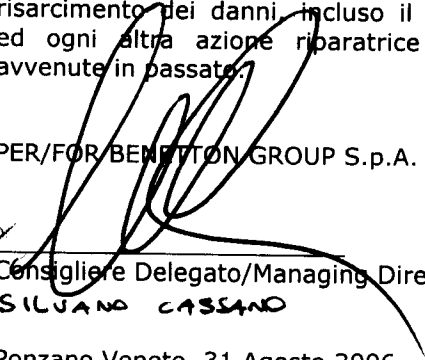
E PREMESSO che

BENCOM S.r.l., società di diritto Italiano a socio unico, coordinata e diretta da Benetton Group S.p.A., con sede legale in Via Villa Minelli 1, 31050 Ponzano Veneto (Treviso), Italia, capitale sociale EUR 150.000.000,00 i.v., C.F./R.I. di Treviso No. 03490770264 [nel seguito denominata "**BENCOM**"]

desiderava acquisire da "**BENETTON**" ogni diritto, titolo ed interesse in relazione a "**IL MARCHIO**"

ORA PERTANTO, SIA RESO NOTO CHE con il presente atto "**BENETTON**" **CONFERMA** che a fronte di un corrispettivo di 50 USD, che qui conferma di aver ricevuto, con effetto dal 20 Dicembre 2003 ha assegnato, ceduto e trasferito a "**BENCOM**", che ha accettato, ogni proprio diritto, titolo ed interesse in relazione a "**IL MARCHIO**" o derivante dagli stessi, ivi compreso il relativo avviamento ed il diritto di mantenere od istituire procedimenti legali e amministrativi in relazione a violazioni passate presenti e future dei diritti trasferiti, nonché il diritto di richiedere il risarcimento dei danni, incluso il lucro cessante, ed ogni altra azione riparatrice per violazioni avvenute in passato.

PER/FOR BENETTON GROUP S.p.A.


Consigliere Delegato/Managing Director
SILVANO CASSANO

Ponzano Veneto, 31 Agosto 2006

CONFIRMATORY ASSIGNMENT

WHEREAS

BENETTON GROUP S.p.A., a company organized under the laws of Italy, with registered office at Via Villa Minelli 1, 31050 Ponzano Veneto (Treviso), Italy [hereinafter referred to as "**BENETTON**"]

was the sole owner of the trademark applications/registrations in the U.S. A. for "KIDDY LOOP" nr. 2,996,252 [hereinafter referred to as "**the TRADEMARK**"]

AND WHEREAS

BENCOM S.r.l. a sole shareholder's company coordinated and directed by Benetton Group S.p.A., organized under the Law of Italy, with registered office at Via Villa Minelli 1, 31050 Ponzano Veneto (Treviso), Italy, share capital EUR 150.000.000,00, registered with the company's register of Treviso (Italy) No.03490770264 [hereinafter referred to as "**BENCOM**"]

was desirous of acquiring from "**BENETTON**" all rights, title and interest in and to "**the TRADEMARK**"

NOW THEREFORE, BE IT KNOWN THAT by these presents "**BENETTON**" hereby **CONFIRMS** For and in consideration of a sum of USD 50 paid to the Assignor by the Assignee, the receipt of which is hereby acknowledged, with effect from 20 December 2003, it assigned, transferred and conveyed unto the said "**BENCOM**", which accepted, all its rights, titles and interests to, and deriving from, "**the TRADEMARK**" together with the goodwill of the business in connection with which the said marks are used, as well as the right to maintain or institute legal and administrative proceedings for past, present or future infringement of the assigned rights and the right to recover for damages and profits and all other remedies for past infringements thereof.

PER/FOR BENCOM S.r.l.


Procuratore/Proxy Holder - **STEFANO MARUSO**

Ponzano Veneto, August 31, 2006

TRADEMARK