

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
Mulhens GmbH & Co. KG		12/05/2006	CORPORATION: GERMANY
RECEIVING PARTY DATA			
Name:	Escada AG		
Street Address:	Margaretha-Ley-Ring 1		
City:	85609 Aschheim		
State/Country:	GERMANY		
Entity Type:	CORPORATION: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2695064	INTO THE BLUE	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	dsullivan@frosszelnick.com		
Correspondent Name:	Michelle P. Foxman		
Address Line 1:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 2:	866 United Nations Plaza		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	ESCA- 0610092		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

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Address Line 4:

NAME OF SUBMITTER:

Michelle P. Foxman

Signature:

/diana sullivan/

Date:

01/18/2007

Total Attachments: 2

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ASSIGNMENT OF UNITED STATES TRADEMARKS AND
REGISTRATIONS AND APPLICATIONS

WHEREAS, Mülhens GmbH & Co. KG, a corporation, organized and existing under the laws of Germany (hereinafter called "Assignor") and having a principal place of business Venloer Straße 241-245, 50823 Köln, Germany, is the owner of the United States Trademark No: 2 695 064 INTO THE BLUE.

WHEREAS, ESCADA AG, a corporation organized and existing under the laws of Germany (hereinafter called "Assignee") having a principal place of business at Margaretha-Ley-Ring 1, 85609 Aschheim, Germany, is desirous of acquiring all rights Assignor has or may have in said Trademark Registration.

NOW THEREFORE, in consideration of and in exchange for the sum of USD 100,- and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer and set over unto Assignee all rights, titles and interest in and to the Trademark registration together with the goodwill of the business symbolized by the mark, including without limiting the generality of the foregoing, the right of priority to file corresponding applications in any and all countries; the trademark to be held by Assignee for its own use and enjoyment and for the use and enjoyment of its successors and Assignees as fully and entirely as they would have been held and enjoyed by Assignor had such Assignment not been made.

Assignor hereby authorized and requests that duly authorized officials of the United States Patent and Trademark Office take such action as may be required to give effect to the sale, assignment and transfer made herein, including the issuance of the United States Trademark Registration to Assignee, its successors and Assigns; and Assignor further agrees to do all things necessary to effectuate such sale, assignment and transfer in respect to each such trademark.

ASSIGNOR

Mülhens GmbH & Co. KG

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Schultner May
Title: Company Secretaries

December 5, 2006

ASSIGNEE

ESCADA AG

By: 

Margaretha-Ley-Ring 1
85609 Aschheim/Germany

Title:

BEATE LECHNER

HEAD OF TRADEMARKS