

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
MISS MARY OF SWEDEN AB		08/13/2007	COMPANY: SWEDEN
RECEIVING PARTY DATA			
Name:	LARY S.A.R.L.		
Street Address:	5, BOULEVARD DE LA FOIRE		
City:	L-1528 LUXEMBOURG		
State/Country:	LUXEMBOURG		
Entity Type:	COMPANY: LUXEMBOURG		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1988775	MISS MARY OF SWEDEN	
CORRESPONDENCE DATA			
Fax Number:	(212)837-6269		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 837-6550		
Email:	kuhn@hugheshubbard.com		
Correspondent Name:	Perla M. Kuhn		
Address Line 1:	Hughes Hubbard & Reed LLP		
Address Line 2:	One Battery Park Plaza		
Address Line 4:	NEW YORK, NEW YORK 10004-1482		
ATTORNEY DOCKET NUMBER:	70504.1001 PMK/ESP		
DOMESTIC REPRESENTATIVE			
Name:	Perla M. Kuhn		
Address Line 1:	Hughes Hubbard & Reed LLP		
Address Line 2:	One Battery Park Plaza		
Address Line 4:	New York, NEW YORK 10004-1482		

OP \$40.00 1988775

NAME OF SUBMITTER:	Perla M. Kuhn
Signature:	/Perla M. Kuhn/
Date:	08/29/2007
Total Attachments: 2 source=miss mary of sweden asgnmt1_1_1#page1.tif source=miss mary of sweden asgnmt1_1_1#page2.tif	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT

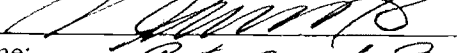
WHEREAS, MISS MARY OF SWEDEN AB, a company of Sweden, having a place of business at Box 44038, 500 04 Boras, Sweden, has adopted, used and is using the mark that is the subject of registration in the United States Patent and Trademark Office as follows (the "Mark"):

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>DATED</u>
MISS MARY OF SWEDEN	1988775	July 23, 1996

AND, WHEREAS, LARY S.A.R.L., a company of Luxembourg organized and existing under the laws of Luxembourg, having a place of business at 5, Boulevard de la Foire, L-1528 Luxembourg, Luxembourg, is desirous of acquiring the entire right, title and interest in and to the Mark, application and registration and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Mark, and past common law causes of action;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said MISS MARY OF SWEDEN AB, hereby sells, assigns and transfers unto LARY S.A.R.L., its successors and assigns, the entire right, title and interest in and to the Mark, application and registration and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Mark and past common law causes of action.

MISS MARY OF SWEDEN AB

By: 
Name: Peter af Buren
Title: Director

Dated: 2007/08/13

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant : LARY S.A.R.L.
 Registration No. : 1988775
 Dated : July 23, 1996
 Trademark : MISS MARY OF SWEDEN

POWER OF ATTORNEY

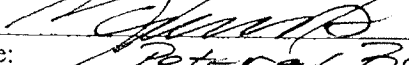
SIR:

In the matter of the above-identified Registration, Registrant hereby appoints PERLA M. KUHN, JULIUS RABINOWITZ, NATASHA N. REED, KRISTIN B. WHITING, and RUSSELL W. JACOBS of the law offices of HUGHES HUBBARD & REED LLP, One Battery Park Plaza, New York, NY 10004-1482, its attorneys with full power of substitution and revocation and to transact all business in the Patent Office in connection therewith.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

HUGHES HUBBARD & REED LLP, whose postal address is One Battery Park Plaza, New York, New York 10004-1482, United States of America, is hereby designated Registrant's representative upon whom notices of process in proceedings affecting the mark may be served.

LARY S.A.R.L.

By: 
 Name: Peteraf Buren
 Title: Director

Dated: 2007/08/13