

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Assigns the entire interest and the goodwill (the assignment is as to Int. Cl. 25 only, however, since Int. Cl. 28 was canceled, Int. Cl. 25 represents the entire registration)

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Seven S. P. A.		10/16/2007	societa per azioni (translated as corporation or joint stock company): ITALY

RECEIVING PARTY DATA

Name:	Seven Licensing Company, LLC
Street Address:	9000 Sunset Boulevard, 16th Floor
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90069
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2551512	7SEVEN

CORRESPONDENCE DATA

Fax Number: (310)826-6991
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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 Correspondent Name: Clark D. Gross
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 Address Line 4: LOS ANGELES, CALIFORNIA 90025

ATTORNEY DOCKET NUMBER:	2438-18
NAME OF SUBMITTER:	Clark D. Gross

OP \$40.00 2551512

Signature:

/clark gross/

Date:

11/02/2007

Total Attachments: 1

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CONFIRMATORY PARTIAL ASSIGNMENT OF TRADEMARKS & REQUEST TO DIVIDE

WHEREAS, SEVEN S.P.A., a *società per azioni* (translated as "corporation" or "joint stock company") organized and existing under the laws of Italy and having a place of business at Via Fornacino 96, 10040 Leini, Torino, Italy - formerly at Viale Italia 73, 10040 Leini, Torino, Italy - (hereinafter "SEVEN S.P.A."), was the owner of the entire right, title and interest in and to the following trademarks, their registrations, and the goodwill appertaining thereto:

<u>MARK</u>	<u>REG. NO.</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>	<u>REG. DATE</u>
7Seven (stylized)	2,551,512	75/687,623	April 21, 1999	March 26, 2002
7Seven (stylized)	1,708,062	74/073,282	September 3, 1991	August 8, 1992

(hereinafter the above two marks and registrations are collectively "the SEVEN MARKS").

WHEREAS, all of the SEVEN MARKS are in more than one class, in each case including International Class 025;

WHEREAS, SEVEN S.P.A. has entered into an agreement that provided, in relevant part, that all rights in and to that portion of the SEVEN MARKS covering goods in International Class 025 shall be transferred to Seven Licensing Company, LLC, a limited liability company organized and existing under the laws of the State of California, with a place of business at 9000 Sunset Boulevard, 16th Floor, Los Angeles, California 90069, United States of America (hereinafter "SEVEN LLC"), and that the registrations for the SEVEN MARKS shall be divided such that for SEVEN LLC will own the registrations for the goods in International Class 25, and a SEVEN S.P.A. will own the registrations for all the other goods and services; and

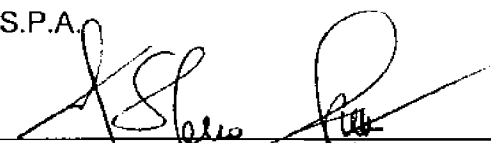
THEREFORE, by this instrument, SEVEN S.P.A. hereby confirms that it has, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, sold, assigned and transferred the entire right, title and interest in and to all of the SEVEN MARKS (including without limitation the registrations therefore), in International Class 25 only, as well as all the goodwill of the business appertaining thereto, to SEVEN LLC.

SEVEN S.P.A. and SEVEN LLC respectfully request that the United States Patent & Trademark Office divide each of the registrations for the SEVEN MARKS, with all of the goods in International Class 025 in the "child" registrations (owned by SEVEN LLC) and all other goods and services in the "parent" registrations (owned by SEVEN S.P.A.).

SEVEN S.P.A. and SEVEN LLC respectfully request that this assignment be duly recorded in the records of the United States Patent & Trademark Office.

SEVEN S.P.A.

Dated: 16/10/, 2007


By: BRUNO DISTASIO PRESIDENT AND MANAGING DIRECTOR
(name) (position)