

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Assigns the entire interest and the goodwill as to Int. Cl. 25 only		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Seven S. P. A.		10/16/2007	societa per azioni (translated as corporation or joint stock company): ITALY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Seven Licensing Company, LLC		
<b>Street Address:</b>	9000 Sunset Boulevard, 16th Floor		
<b>City:</b>	LOS ANGELES		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90069		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1708062	7SEVEN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)826-6991		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	3108267474		
<b>Email:</b>	cgross@raklaw.com		
<b>Correspondent Name:</b>	Clark D. Gross		
<b>Address Line 1:</b>	12424 Wilshire Boulevard, Ste. 1200		
<b>Address Line 4:</b>	LOS ANGELES, CALIFORNIA 90025		
<b>ATTORNEY DOCKET NUMBER:</b>	2438-19		
<b>NAME OF SUBMITTER:</b>	Clark D. Gross		
<b>Signature:</b>	/clark gross/		

OP \$40.00 1708062

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

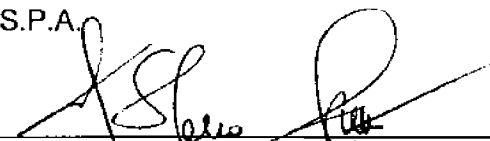
THEREFORE, by this instrument, SEVEN S.P.A. hereby confirms that it has, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, sold, assigned and transferred the entire right, title and interest in and to all of the SEVEN MARKS (including without 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)