

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Ing. Loro Piana & C. S.p.A. | | 05/07/2007 | CORPORATION: ITALY |
| RECEIVING PARTY DATA | | | |
| Name: | Loro Piana S.p.A. | | |
| Street Address: | Corso Rolandi 10 | | |
| City: | 13017 Quarona (VC) | | |
| State/Country: | ITALY | | |
| Entity Type: | CORPORATION: ITALY | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77028302 | LORO PIANA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (612)332-9081 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 612.336.4616 | | |
| Email: | ccaron@merchantgould.com | | |
| Correspondent Name: | John A. Clifford | | |
| Address Line 1: | P.O. Box 2910 | | |
| Address Line 2: | Merchant & Gould P.C. | | |
| Address Line 4: | Minneapolis, MINNESOTA 55402 | | |
| ATTORNEY DOCKET NUMBER: | 07587.0117US01 | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | John A. Clifford | | |
| Address Line 1: | P.O. Box 2910 | | |
| Address Line 4: | Minneapolis, MINNESOTA 55402-0910 | | |

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|--|--------------------|
| NAME OF SUBMITTER: | John A. Clifford |
| Signature: | /John A. Clifford/ |
| Date: | 12/17/2007 |
| Total Attachments: 1 source=Name Change Doc#page1.tif | |

CERTIFICATO NOTARILE

Il sottoscritto dottor Mariaconcetta Filippone,
Notaio in Torino, iscritto nel Ruolo dei
Distretti Notarili Riuniti di Torino e Pinerolo,

CERTIFICA

che con atto rogato dal notaio Luigi
Acquaviva di Borgosesia (VC) - Italia, in data
4 ottobre 2006 repertorio n. 32679, la
denominazione della società "**Ing. Loro Piana
& C. S.p.A.**" (in forma abbreviata Loro Piana
S.p.A.) con sede legale in Quarona (VC) corso
Rolandi 10, è stata variata in quella di "**Loro
Piana S.p.A.**".
Torino 7 maggio 2007.

NOTARIAL CERTIFICATE

I the undersigned doctor Mariaconcetta
Filippone, Notary in Torino, registered in
the Roll of the United Notarial Districts
of Turin and Pinerolo,

CERTIFY

that by deed of the Notary Luigi
Acquaviva, of Borgosesia (VC) - Italy,
dated 4 october 2006 repertory n. 32679,
the company name "**Ing. Loro Piana &
C. S.p.A.**" (in the shortened form, Loro
Piana S.p.A.) with registered address at
Quarona (VC) corso Rolandi 10, was
changed into "**Loro Piana S.p.A.**".
Turin 7 may 2007.

