

**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 |

**CONVEYING PARTY DATA**

| Name                 | Formerly | Execution Date | Entity Type           |
|----------------------|----------|----------------|-----------------------|
| L.C. Licensing, Inc. |          | 02/25/2008     | CORPORATION: DELAWARE |

**RECEIVING PARTY DATA**

|                        |                         |
|------------------------|-------------------------|
| <b>Name:</b>           | Juicy Couture, Inc.     |
| <b>Street Address:</b> | 12720 Wentworth Street  |
| <b>City:</b>           | Pacoima                 |
| <b>State/Country:</b>  | CALIFORNIA              |
| <b>Postal Code:</b>    | 91331                   |
| <b>Entity Type:</b>    | CORPORATION: CALIFORNIA |

**PROPERTY NUMBERS Total: 77**

| Property Type  | Number   | Word Mark                   |
|----------------|----------|-----------------------------|
| Serial Number: | 77067397 | 74                          |
| Serial Number: | 78806608 | BORN IN THE GLAMOROUS USA   |
| Serial Number: | 78855837 | BORN IN THE GLAMOROUS USA   |
| Serial Number: | 78959729 | BORN IN THE GLAMOROUS USA   |
| Serial Number: | 78959721 | BORN IN THE GLAMOROUS USA   |
| Serial Number: | 78959713 | BORN IN THE GLAMOROUS USA   |
| Serial Number: | 78511517 | CASA JUICY COUTURE          |
| Serial Number: | 76355074 | CHOOSE JUICY                |
| Serial Number: | 77121192 | CHOOSE WATER                |
| Serial Number: | 77145030 | COIF FUR                    |
| Serial Number: | 78681373 | COUTURE COUTURE             |
| Serial Number: | 78834572 | COUTURE COUTURE             |
| Serial Number: | 78978994 | COUTURE COUTURE             |
| Serial Number: | 78683684 | COUTURE COUTURE LOS ANGELES |

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|                |          |                               |
|----------------|----------|-------------------------------|
| Serial Number: | 78334247 | COUTURE CUT                   |
| Serial Number: | 78868705 | COUTURE FOR SNACKS            |
| Serial Number: | 78868675 | COUTURE FOR SNACKS            |
| Serial Number: | 78879478 | COUTURE ON THE GO             |
| Serial Number: | 78879459 | COUTURE ON THE GO             |
| Serial Number: | 78879484 | COUTURE ON THE GO             |
| Serial Number: | 77204736 | DIRTY ENGLISH                 |
| Serial Number: | 77308629 | DIRTY ENGLISH                 |
| Serial Number: | 78972997 | DOGGY COUTURE                 |
| Serial Number: | 77146373 | DOGGY JET SET                 |
| Serial Number: | 76551874 | EXTRA JUICY                   |
| Serial Number: | 78789026 | FOR NICE GIRLS WHO LIKE STUFF |
| Serial Number: | 78959803 | FOR NICE GIRLS WHO LIKE STUFF |
| Serial Number: | 78959781 | FOR NICE GIRLS WHO LIKE STUFF |
| Serial Number: | 78959793 | FOR NICE GIRLS WHO LIKE STUFF |
| Serial Number: | 78979585 | FOR NICE GIRLS WHO LIKE STUFF |
| Serial Number: | 77184419 | J                             |
| Serial Number: | 77266391 | JC                            |
| Serial Number: | 77310768 | JM JUICY COUTURE              |
| Serial Number: | 77032126 | JM JUICY COUTURE              |
| Serial Number: | 75538291 | JUICY                         |
| Serial Number: | 76355072 | JUICY                         |
| Serial Number: | 76977221 | JUICY                         |
| Serial Number: | 78720344 | JUICY                         |
| Serial Number: | 77210732 | JUICY                         |
| Serial Number: | 76376647 | JUICY BABY                    |
| Serial Number: | 78880250 | JUICY COIFFURE                |
| Serial Number: | 76376638 | JUICY COUTURE                 |
| Serial Number: | 75743731 | JUICY COUTURE                 |
| Serial Number: | 76977226 | JUICY COUTURE                 |
| Serial Number: | 76355073 | JUICY COUTURE                 |
| Serial Number: | 78879495 | JUICY COUTURE                 |
| Serial Number: | 78879499 | JUICY COUTURE                 |
| Serial Number: | 78879503 | JUICY COUTURE                 |
| Serial Number: | 76978162 | JUICY COUTURE                 |

|                |          |  |
|----------------|----------|--|
| Serial Number: | 77033935 | JUICY COUTURE                                    |
| Serial Number: | 78844676 | J JUICY COUTURE                                  |
| Serial Number: | 76355510 | JUICY COUTURE BABY                               |
| Serial Number: | 77104839 | JUICY CRITTOURE                                  |
| Serial Number: | 75718579 | JUICY GIRL                                       |
| Serial Number: | 76978523 | JUICY GIRL                                       |
| Serial Number: | 77234663 | JUICY GIRL                                       |
| Serial Number: | 75853613 | JUICY JEANS                                      |
| Serial Number: | 78879516 | LET THEM EAT COUTURE                             |
| Serial Number: | 78879521 | LET THEM EAT COUTURE                             |
| Serial Number: | 78879524 | LET THEM EAT COUTURE                             |
| Serial Number: | 78879526 | LIVE FOR SUGAR                                   |
| Serial Number: | 78879532 | LIVE FOR SUGAR                                   |
| Serial Number: | 78879539 | LIVE FOR SUGAR                                   |
| Serial Number: | 78680187 | LOVE G&P   |
| Serial Number: | 78823729 | LOVE G&P JUICY COUTURE BORN IN THE GLAMOROUS USA |
| Serial Number: | 78778561 | LOVE G&P JUICY COUTURE BORN IN THE GLAMOROUS USA |
| Serial Number: | 76507435 | MADE IN THE GLAMOROUS U.S.A.                     |
| Serial Number: | 77144922 | PAWFUM   |
| Serial Number: | 77144991 | PAWLETTES  |
| Serial Number: | 77146504 | PAWTECTION                                       |
| Serial Number: | 77145878 | POLISHED PAWS                                    |
| Serial Number: | 77146029 | POSH POOCH SET                                   |
| Serial Number: | 77145095 | PUP POURRI                                       |
| Serial Number: | 78418542 |  |
| Serial Number: | 78515407 |  |
| Serial Number: | 77144949 | SHAMPOOCH  |
| Serial Number: | 78786416 | SMELLS LIKE COUTURE                              |

**CORRESPONDENCE DATA**

Fax Number: (201)295-7851

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Email: maria\_rocha@liz.com

Correspondent Name: Gene Bolmarcich

Address Line 1: One Claiborne Avenue

**TRADEMARK**  
**REEL: 003733 FRAME: 0240**

Address Line 4: North Bergen, NEW JERSEY 07047

NAME OF SUBMITTER:

Gene Bolmarcich

Signature:

/gb/

Date:

03/06/2008

Total Attachments: 3

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**ASSIGNMENT**

**L.C. LICENSING, INC.  
TO  
JUICY COUTURE, INC.**

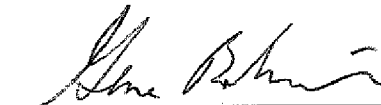
**WHEREAS**, L.C. Licensing, Inc., a Delaware corporation, located at 1441 Broadway, New York, New York 10018 (“Assignor”), is the owner of the United States pending application Serial No(s). and Registration No(s). (collectively referred to as the “Marks”) attached hereto as Exhibit A, and

**WHEREAS**, Juicy Couture, Inc., a California corporation, located at 12720 Wentworth Street, Pacoima, CA 91331 (“Assignee”), is desirous of acquiring all title, right and interest in and to said Marks together with the good will of the business and confirmation of the same;

**NOW, THEREFORE**, Assignor, for consideration the sufficiency of which is acknowledged by the parties, does hereby, without reservation assign unto Assignee, and confirm assignment unto Assignee all right, title and interest in and to the Marks, together with the good will appurtenant thereto.

L.C. Licensing, Inc.

By:



Gene Bolmarcich  
Vice President and Intellectual Property Counsel

Date: February 25, 2008

**ASSIGNMENT**

**L.C. LICENSING, INC.  
TO  
JUICY COUTURE, INC.**

**EXHIBIT A**

| <b>Mark Name</b>              | <b>Appl. No.</b> | <b>Reg. No.</b> |
|-------------------------------|------------------|-----------------|
| 74                            | 77067397         |                 |
| BORN IN THE GLAMOROUS USA     | 78806608         | 3,345,738       |
| BORN IN THE GLAMOROUS USA     | 78855837         |                 |
| BORN IN THE GLAMOROUS USA     | 78959729         |                 |
| BORN IN THE GLAMOROUS USA     | 78959721         |                 |
| BORN IN THE GLAMOROUS USA     | 78959713         |                 |
| CASA JUICY COUTURE            | 78511517         |                 |
| CHOOSE JUICY                  | 76355074         | 2,882,280       |
| CHOOSE WATER                  | 77121192         |                 |
| COIF FUR                      | 77145030         |                 |
| COUTURE COUTURE               | 78681373         |                 |
| COUTURE COUTURE               | 78834572         |                 |
| COUTURE COUTURE               | 78978994         | 3,354,458       |
| COUTURE COUTURE LOS ANGELES   | 78683684         |                 |
| COUTURE CUT                   | 78334247         |                 |
| COUTURE FOR SNACKS            | 78868705         |                 |
| COUTURE FOR SNACKS            | 78868675         |                 |
| COUTURE ON THE GO             | 78879478         |                 |
| COUTURE ON THE GO             | 78879459         |                 |
| COUTURE ON THE GO             | 78879484         |                 |
| DIRTY ENGLISH                 | 77204736         |                 |
| DIRTY ENGLISH                 | 77308629         |                 |
| DOGGY COUTURE                 | 78972997         |                 |
| DOGGY JET SET                 | 77146373         |                 |
| EXTRA JUICY                   | 76551874         | 3,149,134       |
| FOR NICE GIRLS WHO LIKE STUFF | 78789026         |                 |
| FOR NICE GIRLS WHO LIKE STUFF | 78959803         |                 |
| FOR NICE GIRLS WHO LIKE STUFF | 78959781         |                 |
| FOR NICE GIRLS WHO LIKE STUFF | 78959793         |                 |
| FOR NICE GIRLS WHO LIKE STUFF | 78979585         |                 |
| J ZIPPER PULL                 | 77184419         |                 |
| JC Logo                       | 77266391         |                 |
| JM JUICY COUTURE CREST LOGO   | 77310768         |                 |
| JM JUICY COUTURE logo         | 77032126         |                 |

| Mark Name                         | Appl. No. | Reg. No.  |
|-----------------------------------|-----------|-----------|
| JUICY                             | 75538291  | 2,285,232 |
| JUICY                             | 76355072  | 3,038,147 |
| JUICY                             | 76977221  | 2,995,654 |
| JUICY                             | 78720344  |           |
| JUICY                             | 77210732  | 3,381,433 |
| JUICY BABY                        | 76376647  | 3,233,785 |
| JUICY COIFFURE                    | 78880250  |           |
| JUICY COUTURE                     | 76376638  | 3,194,741 |
| JUICY COUTURE                     | 75743731  | 2,348,674 |
| JUICY COUTURE                     | 76977226  | 2,978,046 |
| JUICY COUTURE                     | 76355073  | 2,882,279 |
| JUICY COUTURE                     | 78879495  |           |
| JUICY COUTURE                     | 78879499  |           |
| JUICY COUTURE                     | 78879503  |           |
| JUICY COUTURE                     | 76978162  | 3,146,100 |
| JUICY COUTURE                     | 77033935  | 3,346,828 |
| JUICY COUTURE - TWO SCOTTY<br>DOG | 78844676  | 3,354,006 |
| JUICY COUTURE BABY                | 76355510  | 2,995,498 |
| JUICY CRITTOURE                   | 77104839  |           |
| JUICY GIRL                        | 75718579  | 3,329,779 |
| JUICY GIRL                        | 76978523  | 3,265,587 |
| JUICY GIRL                        | 77234663  |           |
| JUICY JEANS                       | 75853613  | 2,387,924 |
| LET THEM EAT COUTURE              | 78879516  |           |
| LET THEM EAT COUTURE              | 78879521  |           |
| LET THEM EAT COUTURE              | 78879524  |           |
| LIVE FOR SUGAR                    | 78879526  |           |
| LIVE FOR SUGAR                    | 78879532  |           |
| LIVE FOR SUGAR                    | 78879539  |           |
| LOVE G&P                          | 78680187  |           |
| LOVE G&P JUICY COUTURE BORN IN    | 78823729  |           |
| LOVE G&P JUICY COUTURE BORN IN    | 78778561  |           |
| MADE IN THE GLAMOROUS U.S.A.      | 76507435  | 2,885,825 |
| PAWFUM                            | 77144922  |           |
| PAWLETTES                         | 77144991  |           |
| PAWTECTION                        | 77146504  |           |
| POLISHED PAWS                     | 77145878  |           |
| POSH POOCH SET                    | 77146029  |           |
| PUP POURRI                        | 77145095  |           |
| SCOTTY DOG LOGO                   | 78418542  | 3066756   |
| SCOTTY DOG LOGO                   | 78515407  |           |
| SHAMPOOCH                         | 77144949  |           |
| SMELLS LIKE COUTURE (tagline)     | 78786416  |           |