

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Isabella Fiore, LLC		05/15/2008	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Isabella Fiore SPV, LLC
Street Address:	c/o Fashion Accessory Bazaar LLC
Internal Address:	15 West 34th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Serial Number:	76445173	FIORE
Serial Number:	76516165	ISABELLA FIORE
Serial Number:	76519817	IF... ISABELLA FIORE
Serial Number:	76976811	ISABELLA FIORE
Serial Number:	77220419	ISABELLA FIORE
Serial Number:	78754517	ISABELLA FIORE
Serial Number:	78754553	ISABELLA FIORE
Serial Number:	78754555	ISABELLA FIORE
Serial Number:	78754561	ISABELLA FIORE
Serial Number:	78754565	ISABELLA FIORE
Serial Number:	78754567	ISABELLA FIORE

CORRESPONDENCE DATA

900108386

TRADEMARK
 REEL: 003791 FRAME: 0516

OP \$290.00 76445173

Fax Number: (212)684-3999
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-684-3900
Email: efilng@grr.com, fdecolvenaere@grr.com
Correspondent Name: Frank D. Decolvenaere
Address Line 1: 270 Madison Avenue
Address Line 2: Gottlieb, Rackman & Reisman, P.C.
Address Line 4: New York, NEW YORK 10016-0601

ATTORNEY DOCKET NUMBER:	3645/055 FDD
NAME OF SUBMITTER:	Frank D. Decolvenaere
Signature:	/frank decolvenaere/
Date:	06/06/2008

Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, Isabella Fiore, LLC, a limited liability company organized under the laws of the State of Delaware, United States of America (hereinafter "Assignor"), having an address of 9088 Rosecrans Avenue, Bellflower, California 90706, owns all right, title and interest in, to and under the marks and applications for trademark registration for said marks as listed in Schedule 1A attached hereto and made a part hereof (said marks and applications are hereinafter collectively referred to as the "MARKS"); and

WHEREAS, Isabella Fiore SPV, LLC, a Limited Liability Company organized and existing under the laws of New York, United States of America (hereinafter "Assignee"), having an address of c/o Fashion Accessory Bazaar LLC, 15 West 34th Street, New York, New York, 10001, is desirous of acquiring all of the right, title and interest of Assignor in, to and under the MARKS (including any registrations issuing from the applications), together with the goodwill of the business symbolized by the MARKS and the right to sue and recover for past infringement of the MARKS or injury to said goodwill; and

WHEREAS, Assignee is successor to the business of Assignor to which the said MARKS pertain.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by Assignee to Assignor, the full receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey unto Assignee, and its successors and assigns, its entire right, title and interest in and to the MARKS, including common law rights and any registrations issuing from the applications, together with the goodwill of the business symbolized by the MARKS and the portion of the business of Assignor to which the MARKS pertain,

and the right to sue and recover for past infringement of the MARKS or injury to said goodwill.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be duly executed by its duly authorized agent as of the 15 day of May, 2008.

Isabella Fiore, LLC

By: Debbie Coleman
Name: Debbie Coleman
Title: CEO

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of LOS ANGELES

On MAY 15TH 2008 before me, CHERYL C FRANCIS NOTARY PUBLIC
Date Here Insert Name and Title of the Officer

personally appeared DEBBIE L COLEMAN
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Handwritten Signature]
Signature of Notary Public



Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: TRADEMARK ASSIGNMENT

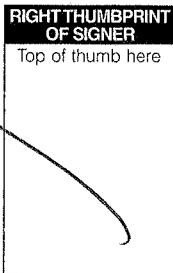
Document Date: MAY 15TH 2008 Number of Pages: 4

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____

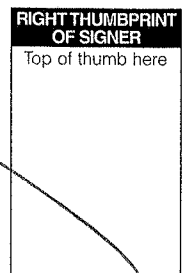
- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing: _____

Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing: _____

Schedule 1A

<u>Application No.</u>	<u>Mark</u>	<u>Filing Date</u>	<u>Class</u>
76/445,173	FIORE	08/29/02	18
76/516,165	ISABELLA FIORE & Design	04/28/03	18
76/519,817	IF... ISABELLA FIORE (Stylized letters)	06/05/03	18
76/976,811	ISABELLA FIORE & Design	04/28/03	25
77/220,419	ISABELLA FIORE	07/02/07	18
78/754,517	ISABELLA FIORE	11/15/05	35
78/754,553	ISABELLA FIORE	11/15/05	03
78/754,555	ISABELLA FIORE	11/15/05	09
78/754,561	ISABELLA FIORE	11/15/05	14
78/754,565	ISABELLA FIORE	11/15/05	24
78/754,567	ISABELLA FIORE	11/15/05	26