

**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
Evan Yurman		06/24/2008	INDIVIDUAL: UNITED STATES
Evan Yurman		06/24/2008	INDIVIDUAL:

**RECEIVING PARTY DATA**

Name:	Yurman Studio, Inc.
Street Address:	24 Vestry Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10013
Entity Type:	CORPORATION: NEW YORK

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Street Address:	24 Vestry Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10013
Entity Type:	CORPORATION: NEW YORK

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	3450264	PETRVS

**CORRESPONDENCE DATA**

Fax Number: (646)437-9838  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: sspagna@davidyurman.com  
 Correspondent Name: Yurman Studio Inc.  
 Address Line 1: 24 Vestry Street  
 Address Line 4: New York, NEW YORK 10013

OP \$40.00 3450264

NAME OF SUBMITTER:	Susan Spagna, Esq.
Signature:	/Susan Spagna, Esq./
Date:	06/25/2008
Total Attachments: 3 source=eytmpdf_2008-06-25_15.49.07#page1.tif source=eytmpdf_2008-06-25_15.49.07#page2.tif source=eytmpdf_2008-06-25_15.49.07#page3.tif	

# TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") dated June 24<sup>th</sup>, 2008, is by and between EVAN YURMAN, an individual, 24 Vestry Street, New York, New York 10013 (the "Assignor"), and Yurman Studio, Inc., a corporation formed in accordance with the laws of the state of New York (the "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark and the corresponding applications for registration set forth in Exhibit 1 (the "Trademark") together with the goodwill of the business connected with and symbolized by the Trademark; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

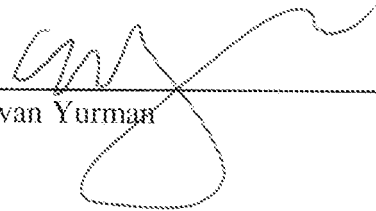
Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademark in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademark (including, without limitation, the right to renew any registrations included in the Trademark, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademark, and any priority right that may arise from the Trademark), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the application for registration set forth on Exhibit 1 to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademark.

This Trademark Assignment Agreement may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR

  
\_\_\_\_\_  
Evan Yurman

STATE OF NEW YORK )  
COUNTY OF NEW YORK ) ss.:

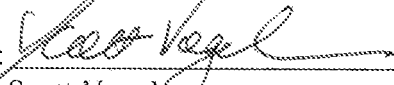
On the 24 day of June the year 2008, before me, the undersigned, a Notary Public in and for said State, personally appeared EVAN YURMAN personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

**SUSAN L. SPAGNA**  
Notary Public, State of New York  
No. 31-4732241  
Qualified in New York County  
Commission Expires May 21, 2010  
2010

  
\_\_\_\_\_  
Notary Public of the State of New York

ASSIGNEE

YURMAN STUDIO, INC.

By:   
\_\_\_\_\_  
Scott Vogel  
Title: VP/CFO/SECY

State of New York )  
County of New York ) ss.:

On the 24 day of June, 2008, before me came SCOTT VOGEL, and says that he resides at \_\_\_\_\_ that he is the \_\_\_\_\_ of Yurman Studio, Inc, the corporation described in and which executed the foregoing instrument and he knows the corporate seal of Yurman Studio, Inc.; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board of Directors of said Corporation and that he signed his name thereto by like order.

**SUSAN L. SPAGNA**  
Notary Public, State of New York  
No. 31-4732241  
Qualified in New York County  
Commission Expires May 21, 2010  
2010


  
\_\_\_\_\_  
Notary Public of the State of New York

EXHIBIT 1

PETRVS      Reg. No. 3,450,264

TRADEMARK

RECORDED: 06/25/2008

REEL: 003802 FRAME: 0469