

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Michael Starr		02/05/2009	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lucky Brand Dungarees, Inc.		
<b>Street Address:</b>	5233 Alcoa Avenue		
<b>City:</b>	Vernon		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90058		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	77572114	LUCKY SILVER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(201)295-6118		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	gene_bolmarcich@liz.com		
<b>Correspondent Name:</b>	Gene Bolmarcich, VP - IP Counsel		
<b>Address Line 1:</b>	One Clabiorne Avenue		
<b>Address Line 4:</b>	North Bergen, NEW JERSEY 07047		
<b>NAME OF SUBMITTER:</b>	Gene Bolmarcich, VP - IP Counsel		
<b>Signature:</b>	/gb/		
<b>Date:</b>	03/17/2009		
<b>Total Attachments: 1</b>			
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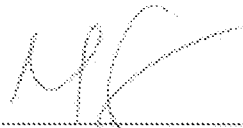
TRADEMARK ASSIGNMENT

WHEREAS, Michael Starr, residing at 17759 Cape Jasmine Rd, Canyon Country, CA 91387-3817 ("Assignor") has adopted and used the mark LUCKY SILVER ("Mark") for jewelry and owns pending U.S. Application No. 77/572,114 ("Application") for the Mark in International Class 14, which application has been amended to delete watches,

and

WHEREAS, Lucky Brand Dungarees, Inc., a Delaware corporation with offices at 5233 Alcoa Avenue, Vernon, California 90058 ("Assignee") is desirous of acquiring the Mark for jewelry and the Application as amended,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, all of Assignor's common law and statutory right, title and interest in and to the Mark for jewelry and the Application as amended, worldwide, together with the goodwill of the business symbolized by it, as well as the right to file and prosecute applications to register that mark and the right to take legal actions against infringements occurring either before or after the date of this assignment and to collect and retain all monetary and other benefits derived from such actions.



Michael Starr

Dated: 2/05, 2009