

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Waterford Wedgwood Plc		03/26/2009	CORPORATION: IRELAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	WWRD Ireland IPCo LLC		
<b>Street Address:</b>	2711 Centerville Road, Suite 400		
<b>City:</b>	Wilmington		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19808		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1510085	SHANNON	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(703)836-2021		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(703) 836-6620		
Email:	bassam.ibrahim@bipc.com		
Correspondent Name:	Bassam N. Ibrahim		
Address Line 1:	P.O. Box 1404		
Address Line 4:	Alexandria, VIRGINIA 22313-1404		
ATTORNEY DOCKET NUMBER:	1030775-305		
NAME OF SUBMITTER:	Bassam N. Ibrahim		
Signature:	/Bassam N. Ibrahim/		
Date:	05/13/2009		

OP \$40.00 1510085

Total Attachments: 5

source=shannon#page1.tif

source=shannon#page2.tif

source=shannon#page3.tif

source=shannon#page4.tif

source=shannon#page5.tif

Dated: **26** March 2009

**WATERFORD WEDGWOOD PLC**  
**(in receivership)**  
**and**  
**DAVID CARSON**  
**(as receiver of the Assignor)**  
**and**  
**WWRD IRELAND IPCO LLC**

**REGISTERED TRADE MARK DEED OF ASSIGNMENT**  
**(USA)**

**Linklaters**

One Silk Street  
London EC2Y 8HQ

Telephone (44-20) 7456 2000  
Facsimile (44-20) 7456 2222

Ref: D. Schubauer/L-163565

**TRADEMARK**  
**REEL: 003986 FRAME: 0235**

This Deed of Assignment is made on 26 March 2009 between:

- (1) **Waterford Wedgwood Plc (in receivership)**, a company incorporated in Ireland with registration number 11861, whose registered office is at Kilbarry, Waterford, Ireland (the "Assignor");
- (2) **David Carson** of Deloitte & Touche (the "Receiver"); and
- (3) **WWRD Ireland IPCo LLC**, a limited liability company incorporated under the laws of the State of Delaware, whose registered office is at 2711 Centerville Road, Suite 400, Wilmington, DE 19808, USA (the "Assignee").

**Whereas:**

- (A) The Assignor is the owner of the Trade Mark (as defined below).
- (B) The Assignor has agreed to assign to the Assignee all of its rights, title and interest in and to the Trade Mark upon the terms set out in this Deed.

It is agreed as follows:

## **1 Definitions**

In this Deed, "Trade Mark" means the registered trade mark listed in the Schedule to this Deed, together with the goodwill represented by and associated with the Trade Mark (but no other goodwill).

## **2 Assignment**

The Assignor hereby assigns to the Assignee such rights, title and interest as the Assignor has in and to the Trade Mark, including without limitation:

- 2.1 all rights of action, powers and benefits in respect of the Trade Mark; and
- 2.2 the right to seek and recover damages and all other remedies for any past infringement of the Trade Mark,

in each case as the Assignor has in or to the Trade Mark.

## **3 Further Assurance**

The Assignor shall, at the Assignee's request and expense, execute all documents and do all such acts and things as may be reasonably requested by the Assignee in order to give legal effect to the assignment of the Trade Mark to the Assignee.

## **4 Exclusion of Warranties**

The Assignor assigns to the Assignee such rights as it may have in the Trade Mark but excludes all warranties (express and/or implied) in relation thereto.

## **5 Whole Agreement**

This Deed contains the whole agreement between the parties relating to its subject matter at the date of this Deed.

## **6 Execution by the Receiver**

The Receiver has entered into and signed this Deed as agent for the Assignor and neither the Receiver, the Receiver's business organisation, its members or partners or their representatives shall incur any personal liability whatever in respect of any of the obligations undertaken by the Assignor; or in respect of any failure on the part of the Assignor to observe, perform or comply with any such obligations; or under or in relation to any associated arrangements or negotiations; or under any deed, document or assurance made pursuant to this Deed.

## **7 Governing Law and Jurisdiction**

**7.1** This Deed and any non-contractual obligations arising out of or in connection with it shall be governed by and construed in accordance with the laws of England.

**7.2** The parties irrevocably agree that the courts of England are to have jurisdiction to settle any disputes which may arise out of or in connection with this Deed and that, accordingly, any legal action or proceedings arising out of or in connection with this Deed may be brought in these courts.

## **8 Invalidity**

If any provision in this Deed shall be held to be illegal, invalid or unenforceable, in whole or in part, such provision or part shall, to that extent, be deemed not to form part of this Deed but the legality, validity or enforceability of the remainder of this Deed shall not be affected.

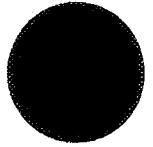
## **9 Counterparts**

This Deed may be executed in any number of counterparts and by the parties to it on separate counterparts, each of which so executed and delivered will be an original, but all counterparts will together constitute one and the same instrument.

**In witness whereof**, this Deed has been signed as a deed and delivered on the date stated at the beginning.

**SIGNED, SEALED and DELIVERED** as a DEED on behalf of **Waterford Wedgwood Plc** (in receivership) acting by its Receiver (acting as agent and without personal liability) }

*David Carson*



in the presence of:

Witness's Signature: *Noel Browne*

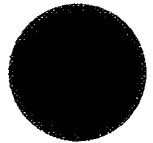
Name: *NOEL BROWNE*

Address: *29 EARLSFORT TERRACE  
DUBLIN 2*

Occupation: *CHARTERED ACCOUNTANT*

**SIGNED, SEALED and DELIVERED** as a DEED by **David Carson** }

*David Carson*



the Receiver, without personal liability, in the presence of:

Witness's Signature: *Noel Browne*

Name: *NOEL BROWNE*

Address: *29 EARLSFORT TERRACE  
DUBLIN 2*

Occupation: *CHARTERED ACCOUNTANT*

**SIGNED and DELIVERED** as a DEED by **WWRD Ireland IPCo LLC** acting by **Jay Bernstein** who, in accordance with the laws of the State of Delaware, is an authorised representative acting under the authority of the company }

**Schedule**

**The Trade Mark**

<b>Mark</b>	<b>Status</b>	<b>Registration Number/ Application Number</b>	<b>Registration Date/ Filing Date</b>	<b>Class</b>
SHANNON	Registered	1510085	25 October 1988	16,42