

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	03/24/2009

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Moocow Limited		03/24/2009	LIMITED LIABILITY COMPANY: UNITED KINGDOM

**RECEIVING PARTY DATA**

Name:	Bluwstuff Limited
Street Address:	4th Floor, 220 Queenstown Road
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	W8 4LP
Entity Type:	LIMITED LIABILITY COMPANY: UNITED KINGDOM

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	77426209	DEATH BY DESIGN

**CORRESPONDENCE DATA**

Fax Number: (202)344-8300  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: ewwoodward@venable.com  
 Correspondent Name: Ellen W. Woodward  
 Address Line 1: 575 Seventh Street, NW  
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER: 39895-257726

**DOMESTIC REPRESENTATIVE**

Name:  
 Address Line 1:

CH \$40.00 77426209

**900134758**

**TRADEMARK  
 REEL: 003993 FRAME: 0261**

Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

Ellen W. Woodward

Signature:

/Ellen W. Woodward/

Date:

05/26/2009

Total Attachments: 1

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### NUNC PRO TUNC ASSIGNMENT

**WHEREAS.** Moocow Limited, a limited liability company organized under the laws of the United Kingdom, having a mailing address at Unit 22 Berghem Mews, Blythe Road, London, W14 0HN, United Kingdom (hereinafter referred to as "Assignor"), is the owner of United States Trademark Application No. 77/426,209 for the mark DEATH BY DESIGN and of the trademark shown in said application, and of the goodwill of the business symbolized by said mark;

**WHEREAS.** Bluwstuff Limited, a limited liability company organized under the laws of the United Kingdom, having a mailing address at 4<sup>th</sup> Floor, 220 Queenstown Road, London, W8 4LP, United Kingdom (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to the said United States trademark application, and the trademark shown in said application and the goodwill of the business symbolized by said mark;

**WHEREAS,** Bluwstuff Limited, is the successor to the business or that portion of the business of Moocow Limited, to which the said mark pertains;

**NOW THEREFORE,** for one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto the said Assignee the entire right, title and interest in and to the said United States trademark application, and the trademark shown in the said application, together with the goodwill of the business symbolized by said mark, the right of Assignor to conduct business under said trademark, and the right of Assignor to sue for past and future infringements, **nunc pro tunc**, effective as of **March 24, 2009.**

Moocow Limited

Dated this 26 day of May, 2009



Name  
Title Director