

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Valerie Alissa, LLC		12/17/2009	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Editfashion LLC		
Street Address:	1368 Lexington Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10128		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77107514	EDIT	
Registration Number:	3459255	EDIT	
CORRESPONDENCE DATA			
Fax Number:	(212)398-0681		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-382-0700		
Email:	squigley@ostrolenk.com		
Correspondent Name:	Stephen J. Quigley		
Address Line 1:	1180 Avenue of the Americas		
Address Line 2:	Ostrolenk Faber LLP		
Address Line 4:	New York, NEW YORK 10036-8403		
ATTORNEY DOCKET NUMBER:	5044/2		
NAME OF SUBMITTER:	Stephen J. Quigley		
Signature:	/stephen j quigley/		

OP \$65.00 77107514

TRADEMARK

Date:

01/13/2010

Total Attachments: 1

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Certificate of Amendment

of

VALERIE ALISSA LLC

Under the Section 211 of the Limited Liability Company Law

IT IS HEREBY CERTIFIED:

FIRST: The name of the Limited Liability Company is: **VALERIE ALISSA LLC**.

SECOND: The Articles of Organization were filed with the Secretary of State of New York on the **14th day of November 2006**.

THIRD: The change effected by this Certificate of Amendment is as follows:

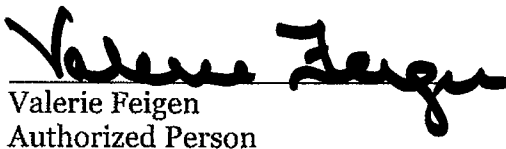
To amend Paragraph FIRST which sets forth the name of the Limited Liability Company.

Paragraph FIRST shall read as follows:

FIRST: The name of the Limited Liability Company is:
EDITFASHION LLC

IN WITNESS WHEREOF, this Certificate of Amendment has been subscribed by the undersigned.

DATED:


Valerie Feigen
Authorized Person