

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	09/25/2009

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
GA Modefine S.A.		09/25/2009	COMPANY: SWITZERLAND

**RECEIVING PARTY DATA**

Name:	Giorgio Armani S.p.A., Milan, Swiss Branch Mendrisio
Street Address:	Via Penate 4
City:	Mendrisio
State/Country:	SWITZERLAND
Postal Code:	6850
Entity Type:	JOINT STOCK COMPANY: SWITZERLAND

**PROPERTY NUMBERS Total: 81**

Property Type	Number	Word Mark
Registration Number:	2603556	ARMANIJ
Registration Number:	2907466	
Registration Number:	2659902	ESTABLISHED 1981 ARMANI JEANS MADE IN ITALY GIORGIO ARMANI SPA V. DURINI N 24 MILANO
Registration Number:	2703350	A/X
Registration Number:	2296365	EMPORIO ARMANI
Registration Number:	2292020	ARMANI CAFE
Registration Number:	2288471	GIORGIO ARMANI
Registration Number:	1546115	GIORGIO ARMANI
Registration Number:	2247353	ARMANICAFE
Registration Number:	2236428	ARMANI EXCHANGE
Registration Number:	3362601	
Registration Number:	2213908	ARMANI EXCHANGE

OP \$2040.00 2603556

**900157292**

**TRADEMARK  
 REEL: 004168 FRAME: 0391**

Registration Number:	2210309	AX
Registration Number:	2185423	ACQUA DI GIO'
Registration Number:	2142395	ARMANI
Registration Number:	2009673	ARMANI
Registration Number:	3362304	
Registration Number:	3405370	MANI
Registration Number:	1276982	MANI
Registration Number:	2966370	
Registration Number:	3067367	EMPORIO ARMANI
Registration Number:	1796120	EMPORIO ARMANI
Registration Number:	1797334	AX ARMANI EXCHANGE
Registration Number:	1770136	ESTABLISHED 1981 ARMANI JEANS TRADE MARK GIORGIO ARMANI SPAV DURINI 24 MILANO
Registration Number:	1756717	AX ARMANI EXCHANGE
Registration Number:	2890116	GIORGIO ARMANI
Registration Number:	1221737	GA
Registration Number:	1682569	GIO DE GIORGIO ARMANI
Registration Number:	2692350	
Registration Number:	1156891	GIORGIO ARMANI
Registration Number:	2883472	ARMANI CASA
Registration Number:	2890655	ARMANI CASA
Registration Number:	2880593	
Registration Number:	2883471	AJ
Registration Number:	2810974	ARMANI COLLEZIONI
Registration Number:	3678765	ONDE VERTIGE
Registration Number:	3658899	ROSE ALEXANDRIE
Registration Number:	3289134	CUIR AMETHYSTE
Registration Number:	3348359	ECLAT DE JASMIN
Registration Number:	3329147	CITY GLAM
Registration Number:	3348172	CUIR AMETHYSTE
Registration Number:	3362274	ARMANI CODE
Registration Number:	3317174	GIORGIO ARMANI CREMA NERA
Registration Number:	3348067	ARMANI MINERALS FOR MEN
Registration Number:	3175028	PIERRE DE LUNE
Registration Number:	3178006	ARMANI/PRIVE

Registration Number:	3174999	BOIS D'ENCENS
Registration Number:	3163632	AMBRE SOIE
Registration Number:	2767453	SENSI
Registration Number:	2922864	SENSI GIORGIO ARMANI
Registration Number:	2850079	A/X ARMANI EXCHANGE
Registration Number:	2653784	EMPORIO ARMANI ... LUI/IL/HE/EL/ ...
Registration Number:	2653785	EMPORIO ARMANI ... LEI/ELLE/SHE/ELLA/ ...
Registration Number:	2763243	DESIGNS FOR THE FACE
Registration Number:	2705717	MANIA
Registration Number:	2434928	EMPORIO ARMANI CAFFE
Registration Number:	1081795	GIORGIO ARMANI
Registration Number:	2726789	A/X ARMANI EXCHANGE
Registration Number:	2781150	
Registration Number:	2742849	AJ ARMANI JEANS
Registration Number:	2754972	MICROFIL
Registration Number:	2270288	
Registration Number:	1628953	GIORGIO ARMANI
Registration Number:	2394793	ARMANI
Registration Number:	1615356	EMPORIO ARMANI GA
Registration Number:	1578682	EMPORIO ARMANI
Registration Number:	2264525	GA
Registration Number:	2348256	ARMANIMANIA
Serial Number:	77729078	EMPORIO GA ARMANI CAFFE
Serial Number:	77061090	ARMANI/FLOWERS
Serial Number:	77733489	ROUGE ECSTASY
Serial Number:	77572538	ONDE EXTASE
Serial Number:	77582437	ONDE
Serial Number:	77572531	EYE MASTER
Serial Number:	77475693	ORANGER ALHAMBRA
Serial Number:	77478316	
Serial Number:	77758185	LASTING SILK
Serial Number:	77732213	GIOIA
Serial Number:	77747350	MANTA RAY
Serial Number:	77621226	ATTITUDE EXTREME
Serial Number:	77371904	

TRADEMARK

REEL: 004168 FRAME: 0393

CORRESPONDENCE DATA

Fax Number: (212)784-5777  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-784-5800  
Email: trademarks@hblaw.com, jbernard@hblaw.com  
Correspondent Name: Hiscock & Barclay - Mark I. Peroff  
Address Line 1: Seven Times Square  
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	713776.3043210
-------------------------	----------------

DOMESTIC REPRESENTATIVE

Name: Hiscock & Barclay LLP - Mark I. Peroff  
Address Line 1: Seven Times Square  
Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER:	Alpa V. Patel
--------------------	---------------

Signature:	/Alpa V. Patel/
------------	-----------------

Date:	03/17/2010
-------	------------

Total Attachments: 1  
source=Merger Modefine to Giorgio Armani#page1.tif

Studio dei notai  
Ruben Israel – Elena Terrenghi  
Via Saffi n. 21 – 20123 Milan  
Tel. 02/49 80 219 – Fax 02/49 81 247  
e.mail [terrenghi@itnotai.com](mailto:terrenghi@itnotai.com) - [risrael@notariato.it](mailto:risrael@notariato.it)

I, the undersigned Elena Terrenghi, notary public in Milan, enrolled at the Notary Council in Milan

hereby certify as follows

1) through the resolution of the shareholders' meeting of 10 July, 2009, entered in minutes by me, with the deed entered as notary's register no. 20103/5739, the company "Giorgio Armani S.p.A.", with registered office in Milan, via Borgonuovo no. 11, [REDACTED] fully paid up, Milan Register of Companies and tax code number [REDACTED] entered as Milan R.E.A. no. [REDACTED] resolved to approve the merger plan of the company "GA Modefine S.A.", with registered office in Mendrisio (Switzerland), via Penate n. 4, [REDACTED] fully paid up, Swiss VAT no. [REDACTED] Swiss taxpayer's numbers [REDACTED] and [REDACTED] Register of Commerce no. [REDACTED] a Swiss company operating under Swiss law, and to open a branch office in Switzerland and specifically in Mendrisio, via Penate no. 4, in accordance with the requirements of Swiss legislation (specifically, art. 935, paragraph 2, and art. 952, paragraph 2, of the Code of Obligations), which would operate with the name "Giorgio Armani S.p.A., Milan, Swiss Branch Mendrisio", and perform activities of marketing and foreign management of the portfolio of all trademarks, patents and any other intellectual property rights previously in the name of GA MODEFINE S.A., appointing as the representative and manager of said branch Mr. Edgardo Cardani, born in Oleggio (Novara) on 7 February, 1949, with all powers of ordinary and extraordinary administration, to be exercised with unrestricted signature;

2) said branch office was entered on the Milan Register of Companies on 18 September, 2009;

3) through the merger deed dated 25 September, 2009, notary's register no. 20402/5844, entered on the Milan Register of Companies on 28 September, 2009, the merger operation was carried out and therefore the ownership, marketing and foreign management of the portfolio of all trademarks, patents and any other intellectual property rights previously in the name of "GA MODEFINE S.A." has been automatically assigned to the aforementioned branch office in Mendrisio, already incorporated, as specified above, with the resolution of the shareholders' meeting of 10 July, 2009, entered on the Register of Companies on 18 September, 2009.

Milan, 28 December, 2009

