

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Oscar de la Renta, Ltd.		07/01/2010	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Oscar de la Renta, LLC
Street Address:	550 Seventh Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Serial Number:	77115895	O OSCAR AN OSCAR DE LA RENTA COMPANY
Serial Number:	77496414	DE LA RENTA
Serial Number:	75686369	O S C A R BY OSCAR DE LA RENTA
Serial Number:	75178649	OSCAR DE LA RENTA
Serial Number:	74615629	OSCAR DE LA RENTA
Serial Number:	76414936	OOO
Serial Number:	75188107	OSCAR OSCAR DE LA RENTA
Serial Number:	76458039	BABY OSCAR
Serial Number:	76222665	
Serial Number:	74593105	OSCAR DE LA RENTA
Serial Number:	76368946	OSCAR DE LA RENTA
Serial Number:	76977223	OSCAR DE LA RENTA
Serial Number:	76505716	O OSCAR
Serial Number:	78358201	OSCAR AN OSCAR DE LA RENTA COMPANY

CH \$490.00 77115895

Serial Number:	76572416	OSCAR DE LA RENTA
Serial Number:	76573195	OSCAR BY OSCAR DE LA RENTA
Serial Number:	78567633	OSCAR DE LA RENTA PROFILE
Registration Number:	1334456	OSCAR DE LA RENTA
Serial Number:	72377395	OSCAR DE LA RENTA

CORRESPONDENCE DATA

Fax Number: (617)235-9702
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 617-951-7533
Email: ronald.duvernay@ropesgray.com
Correspondent Name: Megan R. Baca
Address Line 1: One International Place
Address Line 2: Ropes & Gray LLP
Address Line 4: Boston, MASSACHUSETTS 02110-2624

ATTORNEY DOCKET NUMBER:	OSCR-022
NAME OF SUBMITTER:	Megan R. Baca
Signature:	/m baca/
Date:	07/02/2010

Total Attachments: 4
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ASSIGNMENT OF U.S. MARKS

THIS ASSIGNMENT OF U.S. MARKS is dated as of July 1, 2010 (“Assignment”), and is made from Oscar de la Renta, Ltd., a New York corporation (“Assignor”) on the one hand, to Oscar de la Renta, LLC, a Delaware limited liability company (“Assignee”) on the other hand.

WHEREAS Assignor has adopted and used and is using in commerce those certain trademarks set forth in the attached Schedule 1 (collectively the “U.S. Marks”); and

WHEREAS, pursuant to the Contribution and Assumption Agreement Agreement dated as of July 1, 2010 (“Contribution Agreement”), Assignee wishes to acquire from Assignor, and Assignor wishes to transfer to Assignee the U.S. Marks and the goodwill associated with the U.S. Marks;


NOW, THEREFORE, for good and valuable consideration as set forth in the Contribution Agreement, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee all rights, title and interests in and to the U.S. Marks, including without limitation the goodwill of the business symbolized by the U.S. Marks, all registrations and applications for registration thereof, if any, all common law rights in the U.S. Marks, all rights of action accrued and to accrue under and by virtue thereof, including without limitation the right to sue and recover for past infringement of the U.S. Marks and to secure recordation of the U.S. Marks and this Assignment, and all records and files relating to the U.S. Marks. This Assignment will be governed by the laws of the State of New York without regard to its conflicts of laws principles.

Assignor agrees that it will, upon reasonable request, execute and deliver to Assignee any and all additional papers to establish, perfect or defend Assignee’s rights acquired hereunder, including executing further consistent assurances, confirmation, assignments, transfers and releases, and providing good faith testimony by affidavit, declaration, deposition or other means. If further assignment or transfer is deemed necessary by Assignee to establish, perfect or defend its rights acquired hereunder, Assignor hereby appoints Assignee as its attorney in fact, with full power of substitution, on behalf of Assignor and for the benefit of Assignee, to execute all documents, to demand and receive any and all of the U.S. Marks, to give receipts and releases for and in respect of the U.S. Marks, to institute and prosecute in the name of Assignor any proceedings at law, in equity, or otherwise, and to take any other action Assignee deems necessary or desirable to establish, perfect or defend its rights acquired hereunder. Assignor stipulates and agrees that such appointment is a right coupled with an interest and will survive the incapacity or unavailability of Assignor at any future time.

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IN WITNESS WHEREOF, the parties have executed, made and entered into this Assignment of U.S. Marks under seal as of the date first set forth above.

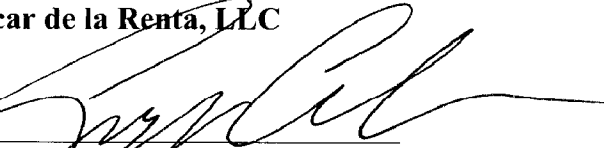
Oscar de la Renta, Ltd.

By: 

Name: Giuseppe Celio

Title: Chief Operating Officer

Oscar de la Renta, LLC

By: 

Name: Giuseppe Celio

Title: Chief Operating Officer

Notarial Certificates

Oscar de la Renta, Ltd.

THE STATE OF NEW YORK

County of New York

This Assignment of U.S. Marks was executed before me on this 1st day of July 2010, by Giuseppe Celio, the COO of Oscar de la Renta, Ltd., a New York corporation, on behalf of said corporation. Giuseppe Celio, the day he or she signed the document, was authorized to validly execute documents on behalf of said corporation.

WITNESS my hand and official seal.

Deliah Burns
Notary Public in and for
The State of New York

Deliah Burns
Printed or Typed Name of Notary

My Commission Expires May 14, 2011

DELIAH BURNS
Notary Public, State of New York
No. 01BU6165837
Qualified in New York County
Commission Expires May 14, 2011

SCHEDULE 1

to

ASSIGNMENT OF U.S. MARKS

Trademark	Application Number	Application Date	Registration Number	Issued Date / Status
OSCAR RED LABEL	77-115,895	2/26/2007	N/A	PENDING
de la RENTA	77-496,414	6/11/2008		PENDING
OSCAR W/ SIG	75-686,369	4/19/1999	2,553,215	3/26/2002
Oscar de la Renta (sig)	75-178,649	10/8/1996	2,119,455	12/9/1997
OSCAR DE LA RENTA (BLOCK)	74-615,629	12/27/1994	1,950,895	1/23/1996
Design (ooo) Misc	76-414,936	6/5/2002	2,702,388	4/1/2003
OSCAR & DESIGN	75-188,107	10/28/1996	2,132,134	1/27/1998
BABY OSCAR (BLOCK)	76-458,039	10/15/2002	N/A	PENDING
Design (ooo) Misc	76-222,665	3/9/2001	2,510,354	11/20/2001
OSCAR DE LA RENTA (BLOCK)	74-593,105	10/31/1994	1,957,411	2/20/1996
OSCAR DE LA RENTA (BLOCK)	76-368,946	2/7/2002	3,046,554	1/17/2006
OSCAR DE LA RENTA (BLOCK)	76-977,223	8/13/2001	2,928,221	2/22/2005
OSCAR (BLOCK) w/ Script O	76-505,716	4/11/2003	3,307,716	10/9/2007
OSCAR RED LABEL	78-358,201	1/27/2004	3,303,388	10/2/2007
OSCAR DE LA RENTA (BLOCK)	76-572,416	1/23/2004	3,352,817	12/11/2007
OSCAR & DESIGN	76-573,195	1/23/2004	3,283,357	8/21/2007
OSCAR & DESIGN	76-572,416		N/A	PENDING
OSCAR DE LA RENTA PROFILE	78-567,633	2/15/2005	3108953	6/27/2006
OSCAR DE LA RENTA (BLOCK)	492,796	8/1/1984	1,334,456	5/7/1985
OSCAR DE LA RENTA (SIG)	72-377,395	11/30/1970	922,367	10/19/1971
OSCAR DE LA RENTA (BLOCK)			TMA507,172	1/27/1999