

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Coach Services, Inc.		07/22/2010	CORPORATION: MARYLAND

**RECEIVING PARTY DATA**

Name:	Reed Krakoff LLC
Street Address:	516 West 34th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Serial Number:	77684025	REED KRAKOFF
Serial Number:	77843194	REED KRAKOFF
Serial Number:	77948275	RK
Serial Number:	77978290	RK
Serial Number:	77678215	RK
Serial Number:	77978289	RK
Serial Number:	77678206	RK
Serial Number:	77679400	REED
Serial Number:	77843189	REED
Serial Number:	77679405	REED
Serial Number:	77978729	REED
Serial Number:	77948283	510
Serial Number:	77910608	RIBBON

**CORRESPONDENCE DATA**

**900167749**

**TRADEMARK  
 REEL: 004247 FRAME: 0937**

**CH \$340.00 77684025**

Fax Number: (212)391-0525  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-278-0400  
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Correspondent Name: Norman H. Zivin c/o COOPER & DUNHAM LLP  
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Address Line 4: New York, NEW YORK 10112

ATTORNEY DOCKET NUMBER:	7162/80734/NHZ
NAME OF SUBMITTER:	Norman H. Zivin
Signature:	/norman h. zivin/
Date:	07/26/2010

Total Attachments: 2  
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source=Coach\_Reed\_Krakoff\_US\_TM#page2.tif

ASSIGNMENT

State of New York )  
 )  
County of New York ) SS.

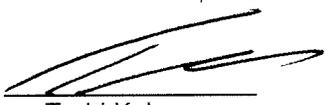
**WHEREAS** Coach Services, Inc. (hereinafter called "Assignor"), a Maryland corporation having its principal place of business at 516 West 34<sup>th</sup> Street, New York, NY 10001, has adopted and filed for the trademarks listed on the attached schedule; and

**WHEREAS** Reed Krakoff LLC (hereinafter called "Assignee"), a Delaware corporation having its principal place of business at 516 West 34<sup>th</sup> Street, New York, NY 10001, is desirous of acquiring said trademark rights;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to said trademarks, including all rights to sue for past infringement thereof, together with the good will of the business symbolized by the mark and the applications thereof, *nunc pro tunc* as of July 1, 2010.

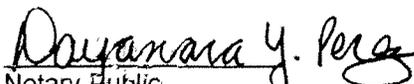
Assignor warrants that it is the lawful owner of all rights transferred to Assignee by this Assignment.

COACH SERVICES, INC.

By:   
Name: Todd Kahn  
Title: *SVP, General Counsel*

Date: *July 22, 2010*

Subscribed and sworn to before me on this *22<sup>nd</sup>* day of July, 2010.

  
Notary Public

DAYANARA Y. PEREZ  
NOTARY PUBLIC, STATE OF NEW YORK  
NO. 01PE6204366  
QUALIFIED IN NEW YORK COUNTY  
MY COMMISSION EXPIRES APRIL 20, 20 *13*

## SCHEDULE

1. REED KRAKOFF in Classes 3, 9, 14, 16, 18, 20, 21, 24, 25, 35, 43 (Serial No. 77684025)
2. REED KRAKOFF in Classes 4, 8, 9, 14, 20, 21, 24, 25, 34, 42 (Serial No. 77843194)
3. RK in Classes 3, 18, 25 (Serial No. 77948275)
4. RK (ROUND LOGO) in Classes 9, 14, 16, 18, 20, 21, 24, 25, 35, 43 (Serial No. 77978290)
5. RK (ROUND LOGO) in Class 3 (Serial No. 77678215)
6. RK (SQUARE LOGO) in Classes 9, 14, 16, 18, 20, 21, 24, 25, 35, 43 (Serial No. 77978289)
7. RK (SQUARE LOGO) in Class 3 (Serial No. 77678206)
8. REED in Classes 14 and 25 (Serial No. 77679400)
9. REED in Classes 4, 8, 9, 20, 21, 24, 34, 42 (Serial No. 77843189)
10. REED in Classes 3, 9, 20, 21, 24, 35, 43 (Serial No. 77679405)
11. REED in Class 18 (Serial No. 77978729)
12. 510 in Classes 3, 18 and 25 (Serial No. 77948283)
13. RIBBON in Class 18 (Serial No. 77910608)