

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bird Handbags, LLC		06/01/2010	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Juicy Couture, Inc.		
<b>Street Address:</b>	12720 Wentworth St.		
<b>City:</b>	Pacoima		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91131		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77855089	BIRD	
<b>Serial Number:</b>	77855116	BIRD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(201)295-6118		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	joseph_quigley@liz.com, maria_rocha@liz.com		
<b>Correspondent Name:</b>	Liz Claiborne, Inc. Attn: Joseph Quigley		
<b>Address Line 1:</b>	One Claiborne Avenue		
<b>Address Line 2:</b>	7th Floor South		
<b>Address Line 4:</b>	North Bergen, NEW JERSEY 07047		
<b>ATTORNEY DOCKET NUMBER:</b>	JUICY_BIRD HANDBAGS ASSIG		
<b>NAME OF SUBMITTER:</b>	Joseph Quigley		
<b>Signature:</b>	/jq/		

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**TRADEMARK**  
**REEL: 004248 FRAME: 0210**

Date:

07/26/2010

**Total Attachments: 3**

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## ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, Bird Handbags, LLC (Assignor), a California limited liability company located at 800 South Los Angeles, Suite 611, Los Angeles, California, is the owner of certain trademarks to which it has applied for registration in the United States Patent and Trademark Office (the "USPTO Applications"), as detailed on Schedule A attached hereto;

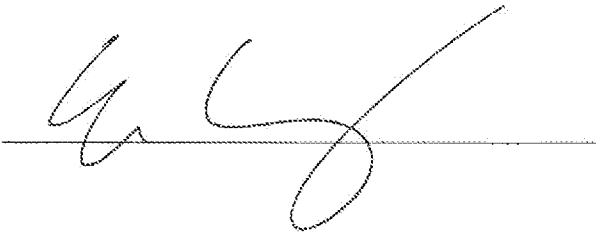
WHEREAS, Juicy Couture, Inc. (Assignee), a California corporation, located at 12720 Wentworth St., Pacoima, California, is desirous of acquiring the rights, title and interest in the trademarks identified on Schedule A, and is the successor to that portion of Assignor's business to which the intent-to-use portions of the USPTO Applications pertain, said portions of Assignor's business being existing and ongoing;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to the trademarks identified on Schedule A, together with the goodwill of the business symbolized by said marks and USPTO Applications therefor, and including that portion of Assignor's business to which the intent-to-use portions of the USPTO Applications pertain, all common-law and other rights in said marks, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said marks prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the

same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of  
Assignor, does hereby execute this assignment to take effect on the 1<sup>st</sup> day of June,  
2010.

Assignor:

A handwritten signature in black ink, appearing to be 'Elizabeth Carey', is written over a horizontal dotted line.

By: Elizabeth Carey

Title: Founder & President

SCHEDULE A

<u>Trademark Name</u>	<u>Appl. No.</u>
BIRD	77/855,089
BIRD with Bird Design	77/855,116