

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	10/01/2010

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Azzedine Alaia		10/14/2010	Individual: FRANCE

**RECEIVING PARTY DATA**

Name:	AATC Trading AG
Street Address:	Hinterbergstrasse 22
City:	6330 Cham
State/Country:	SWITZERLAND
Entity Type:	COMPANY: SWITZERLAND

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Registration Number:	3371220	AZZEDINE ALAÏA
Registration Number:	1326473	ALAIA
Registration Number:	2011468	ALAIA
Registration Number:	3226171	ALAÏA
Registration Number:	1459348	ALAIA

**CORRESPONDENCE DATA**

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**TRADEMARK**

**900174100**

**REEL: 004297 FRAME: 0063**

**CH \$140.00 3371220**

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Lawrence E. Apolzon

Signature:

/anca nicolescu/

Date:

10/15/2010

Total Attachments: 1

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**CONFIRMATORY ASSIGNMENT**

WHEREAS, as of October 1, 2010, Azzedine Alaïa, a individual citizen of France, having an address of 18, rue de la Verrerie, 75004 Paris, France ("Assignor"), was the owner of the following trademarks, which are registered in the United States Patent and Trademark Office, and all associated goodwill (hereinafter collectively referred to as the "Trademarks");

TRADEMARKS	Registration No.
AZZEDINE ALAÏA	3371220
ALAÏA	1326473
ALAÏA	2011468
ALAÏA	3226171
ALAIA	1459348

WHEREAS, AATC Trading AG, a Swiss company, located at Hinterbergstrasse 22, 6330 Cham, Switzerland ("Assignee"), acquired said Trademarks, and all associated goodwill in the Trademarks effective as of October 1, 2010;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee, effective as of October 1, 2010, of all its rights, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks including but not limited to the above identified registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Azzedine Alaïa

Signed: \_\_\_\_\_

Dated: \_\_\_\_\_

*(Handwritten signature)*  
14/10/10