

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
By Design LLC		12/20/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	MG Icon LLC		
Street Address:	1450 Broadway		
Internal Address:	3rd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3677887	TRUTH OR DARE	
CORRESPONDENCE DATA			
Fax Number:	(212)391-2057		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-730-0030		
Email:	atarshis@iconixbrand.com		
Correspondent Name:	MG Icon LLC		
Address Line 1:	1450 Broadway		
Address Line 2:	3rd Floor		
Address Line 4:	New York, NEW MEXICO 10018		
NAME OF SUBMITTER:	Andrew R. Tarshis		
Signature:	/atarshis/		
Date:	01/13/2011		

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Total Attachments: 1
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WHEREAS, By Design L.L.C., a Delaware limited liability company with a place of business at 1411 Broadway, New York, NY 10018, hereinafter referred to as the "Assignor", owns the trademark TRUTH OR DARE and U.S. Registration No. 3,677,887, and

WHEREAS, MG Icon LLC, a Delaware limited liability company located and doing business at 1450 Broadway, New York, NY 10018, hereinafter referred to as the "Assignee", is desirous of acquiring said trademarks, the goodwill of the business associated with said trademarks and the registrations therefor;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged by said Assignor, said Assignor does hereby sell, transfer, convey and assign unto the said Assignee, its successors, and assigns, all right, title and interest in and to the trademark TRUTH OR DARE that it owns throughout the world, including U.S. Registration No. 3,677,887, together with the goodwill of the business in connection with which the said trademark are used and the right to sue for past infringements thereof.

IN WITNESS WHEREOF, the Assignor has caused this document to be executed this 20 day of December, 2010.

BY DESIGN L.L.C.

By:



Name:

Hyun Jong Nam

Title:

VP of Finance, CFO

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