

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Sugartown Worldwide, Inc.		12/31/2010	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA

Name:	Sugartown Worldwide LLC
Street Address:	800 Third Avenue
City:	King of Prussia
State/Country:	PENNSYLVANIA
Postal Code:	19406
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 36

Property Type	Number	Word Mark
Registration Number:	3381754	L
Serial Number:	77660444	LEAD A COLORFUL LIFE
Registration Number:	3097505	LILLY
Registration Number:	3587781	LILLY. PULITZER
Registration Number:	3587782	LILLY. PULITZER
Registration Number:	1935880	LILLY PULITZER
Registration Number:	2880228	LILLY PULITZER
Registration Number:	3587777	LILLY PULITZER
Registration Number:	2805133	LILLY PULITZER
Registration Number:	2669416	LILLY PULITZER
Registration Number:	2152933	LILLY PULITZER
Registration Number:	1157374	LILLY PULITZER
Registration Number:	3495970	LILLY PULITZER
Registration Number:	1880248	LILLY PULITZER

CH \$915.00 3381754

Registration Number:	1990353	LILLY PULITZER
Registration Number:	1926195	LILLY PULITZER
Registration Number:	3620844	LILLY PULITZER
Registration Number:	3686520	LILLY PULITZER
Serial Number:	77631417	LILLY PULITZER
Registration Number:	3612987	LILLY PULITZER
Registration Number:	3841879	LILLY PULITZER
Registration Number:	3767860	LILLY PULITZER
Registration Number:	3612988	LILLY PULITZER
Registration Number:	3841880	LILLY PULITZER
Serial Number:	77141575	LILLY PULITZER
Serial Number:	77141583	LILLY PULITZER
Registration Number:	3686521	LILLY PULITZER
Registration Number:	3850377	LILLY PULITZER
Registration Number:	3689809	LILLY PULITZER
Serial Number:	77660499	LP LP
Registration Number:	3588928	L
Serial Number:	77631541	L
Registration Number:	3469834	L
Registration Number:	3403882	
Registration Number:	3673768	WEAR IT WELL
Serial Number:	77660385	XX LILLY

CORRESPONDENCE DATA

Fax Number: (404)572-5128
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 404-572-3458
Email: slake@kslaw.com
Correspondent Name: Susan Lake, Paralegal
Address Line 1: 1180 Peachtree Street
Address Line 2: King & Spalding
Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	40500-019015
NAME OF SUBMITTER:	Susan Lake
Signature:	/Susan Lake/

Date:

01/21/2011

Total Attachments: 3

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Delaware

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The First State

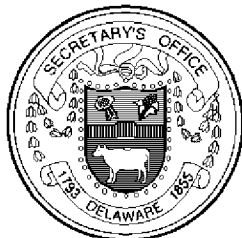
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"SUGARTOWN WORLDWIDE, INC.", A PENNSYLVANIA CORPORATION, WITH AND INTO "SUGARTOWN WORLDWIDE LLC" UNDER THE NAME OF "SUGARTOWN WORLDWIDE LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE THIRTIETH DAY OF DECEMBER, A.D. 2010, AT 11:32 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2010, AT 11:59 O'CLOCK P.M.

4917617 8100M

101248527




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8461168

DATE: 12-30-10

You may verify this certificate online
at corp.delaware.gov/authver.shtml

TRADEMARK
REEL: 004458 FRAME: 0065

CERTIFICATE OF MERGER

OF

**SUGARTOWN WORLDWIDE, INC.
A PENNSYLVANIA CORPORATION**

WITH AND INTO

**SUGARTOWN WORLDWIDE LLC
A DELAWARE LIMITED LIABILITY COMPANY**

**(UNDER SECTION 18-209 OF THE
DELAWARE LIMITED LIABILITY COMPANY ACT)**

1. The name and state of formation of each of the constituent parties are:
 - a. Sugartown Worldwide, Inc., a Pennsylvania Corporation (the "Corporation"); and
 - b. Sugartown Worldwide LLC, a Delaware limited liability company (the Limited Liability Company").
2. An Agreement and Plan of Merger (the "Merger Agreement") has been approved, adopted, certified, executed and acknowledged by the Corporation and the Limited Liability Company.
3. The name of the surviving company is Sugartown Worldwide LLC (the "Surviving Company"). The Surviving Company is a Delaware limited liability company.
4. The executed Merger Agreement pursuant to which the Merger is being consummated is on file at the principal place of business of the Surviving Company. The address of the principal place of business of the Surviving Company is 222 Piedmont Avenue, Atlanta, GA 30308.
5. A copy of the Merger Agreement will be furnished by the Surviving Company, on request and without cost, to any member of the Surviving Company or any person holding an interest in the Merging Company.
6. This Certificate of Merger shall be effective at 11:59 P.M. Eastern Standard Time on December 31, 2010.

IN WITNESS WHEREOF, the undersigned limited liability company has executed and delivered this Certificate of Merger as of December 30, 2010.

SUGARTOWN WORLDWIDE LLC,
a Delaware limited liability company

By: Oxford Industries, Inc.,
a Georgia corporation,
its sole and managing member

By: J. Hicks Lanier
Name: J. Hicks Lanier
Title: Chairman and Chief Executive Officer

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RECORDED: 01/21/2011

TRADEMARK
REEL: 004458 FRAME: 0067