

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
SBH Intimates, Inc.		01/24/2011	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	High Point Design LLC		
<b>Street Address:</b>	1411 Broadway		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3897877	LILLY & LULU	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(914)840-1234		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(914) 421-0500		
Email:	mail@levman.com		
Correspondent Name:	Howard F. Mandelbaum		
Address Line 1:	222 Bloomingdale Road		
Address Line 2:	Suite 203		
Address Line 4:	White Plains, NEW YORK 10605		
ATTORNEY DOCKET NUMBER:	JACQ1320US		
NAME OF SUBMITTER:	Howard F. Mandelbaum		
Signature:	/Howard F. Mandelbaum/		
Date:	02/08/2011		

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Total Attachments: 1  
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ASSIGNMENT

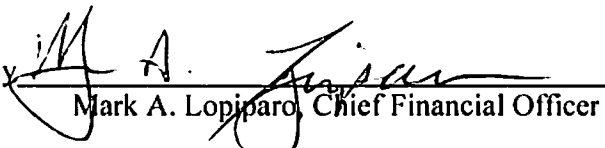
Whereas SBH Intimates, Inc., a corporation of the State of New York, having a place of business at 1411 Broadway, owns the following trademark which is registered in the United States Patent and Trademark Office, namely,

<u>Trademark</u>	<u>Registration No.</u>	<u>Issue Date</u>
LILLY & LULU	3,897,877	12/28/2010

Whereas High Point Design LLC, a limited liability company of the State of New York, having a place of business at 1411 Broadway, New York, NY 10018, is desirous of acquiring said mark and the registration thereof.

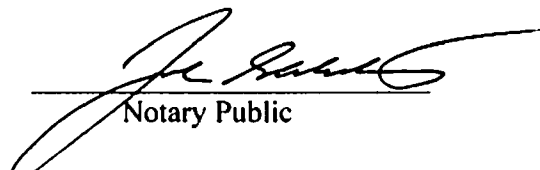
Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said SBH Intimates, Inc does hereby assign unto the said High Point Design LLC, all right, title and interest in and to the said trademark, together with the good will of the business symbolized by the trademark, and the above identified registration thereof, together with all claims for damages by reason of past infringement of said trademark, with the right to sue for, and collect the same for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives.

SBH Intimates, Inc.

By   
Mark A. Lopiparo, Chief Financial Officer

STATE OF NEW YORK )  
 : SS.:  
COUNTY OF NEW YORK )

On this 27<sup>th</sup> day of JANUARY, 2011, before me personally came Mark A. Lopiparo, to me known, who being by me duly sworn, did depose and say that he is Chief Financial Officer of SBH Intimates, Inc., the corporation described in and on whose behalf he executed the above document, and that he executed the same by authority of the board of directors of said corporation.

  
Notary Public

Jonah Goldschmidt  
Notary Public, State of New York  
No. 01GO482483  
Qualified in Kings County  
Commission Expires January 31, 2011