

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

05/09/2011
 900191323

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

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--------------------------------|----------|----------------|--|
| Liberty Public Limited Company | | 07/06/2005 | Public Limited Company: UNITED KINGDOM |

UNITED KINGDOM

RECEIVING PARTY DATA

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|-----------------|--|
| Name: | Liberty Retail PLC |
| Street Address: | 179 Great Portland Street |
| City: | London |
| State/Country: | UNITED KINGDOM |
| Entity Type: | Public Limited Company: UNITED KINGDOM |

PROPERTY NUMBERS Total: 14

| Property Type | Number | Word Mark |
|----------------------|---------|-------------------|
| Registration Number: | 0198180 | LIBERTY |
| Registration Number: | 0412538 | LIBERTY |
| Registration Number: | 1273604 | LIBERTY |
| Registration Number: | 0052153 | LIBERTY |
| Registration Number: | 0092086 | LIBERTY |
| Registration Number: | 0233637 | TANA |
| Registration Number: | 0120598 | LIBERTY |
| Registration Number: | 0617543 | LIBERTAS |
| Registration Number: | 1417106 | LIBERTY |
| Registration Number: | 1376638 | LIBERTY |
| Registration Number: | 1580218 | LIBERTY |
| Registration Number: | 1463579 | LIBERTY OF LONDON |
| Registration Number: | 1421978 | LIBERTY |
| Registration Number: | 3261359 | LIBERTY OF LONDON |

CH \$365.00 0198180

CORRESPONDENCE DATA

Fax Number: (202)906-8669
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202.906.8618
Email: efingerhut@dykema.com
Correspondent Name: Eric T. Fingerhut
Address Line 1: 1300 I Street, N.W.
Address Line 2: Suite 300
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

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|-------------------------|--------|
| ATTORNEY DOCKET NUMBER: | 066389 |
|-------------------------|--------|

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

| | |
|--------------------|-------------------|
| NAME OF SUBMITTER: | Eric T. Fingerhut |
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| Signature: | /eric t. fingerhut/ |
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|-------|------------|
| Date: | 05/09/2011 |
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Total Attachments: 1
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THE COMPANIES ACT 2006

Company No. 42342

The Registrar of Companies for England and Wales hereby certifies that LIBERTY RETAIL LIMITED (originally called LIBERTY & CO., LIMITED) was incorporated under the Companies Acts 1862 to 1890 as a limited company on 1st November 1894 and re-registered under the Companies Acts 1948 to 1980 as a public company on 29th January 1982 as LIBERTY PUBLIC LIMITED COMPANY which name was changed by resolution on 6th July 2005 to LIBERTY RETAIL PLC then re-registered under the Companies Act 2006 as a private company on 6th October 2010 as LIBERTY RETAIL LIMITED.*****

Given at Companies House, the 14th February 2011


T CRIDLAND
for the Registrar of Companies

