

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	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>
GIORGIO ARMANI S.P.A., MILAN, SWISS BRANCH MENDRISIO		08/01/2011	JOINT STOCK COMPANY: SWITZERLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	GIORGIO ARMANI S.p.A.		
<b>Street Address:</b>	Via Borgonuovo 11		
<b>City:</b>	Milano		
<b>State/Country:</b>	ITALY		
<b>Postal Code:</b>	20121		
<b>Entity Type:</b>	CORPORATION: ITALY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2883472	ARMANI CASA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)336-8001		
<b>Phone:</b>	212-336-8000		
<b>Email:</b>	ptodocket@arelaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Max Vern		
<b>Address Line 1:</b>	Amster, Rothstein & Ebenstein LLP		
<b>Address Line 2:</b>	90 Park Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>ATTORNEY DOCKET NUMBER:</b>	37475/96		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			

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**TRADEMARK  
 REEL: 004640 FRAME: 0139**

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

NAME OF SUBMITTER:	Max Vern
Signature:	/Max Vern/
Date:	10/12/2011

Total Attachments: 1  
source=ARMANI CASA & Design 2883472 - US Signed Deed of Assignment#page1.tif

**TRADEMARK ASSIGNMENT**

WHEREAS, Giorgio Armani S.p.A., Milan, Swiss Branch Mendrisio, a Joint Stock Company organized and existing under the laws of Switzerland, having a principal place of business at Via Penate 4 Mendrisio, Switzerland 6850 ("Assignor"), is the owner of all right, title and interest to trademark ARMANI CASA & Design and U.S. Trademark Registration No. 2,883,472 therefor ("the Trademark"), and is the owner of all goodwill associated with the Trademark; and

WHEREAS, GIORGIO ARMANI S.p.A., a corporation organized and existing under the laws of Italy, having a principal place of business at Via Borgonuovo 11, 20121 Milano, Italy ("Assignee"), is desirous of acquiring the said Trademark, the U.S. Trademark Registration No. 2,883,472, and all goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the trademark ARMANI CASA & Design, together with all goodwill of the business symbolized by the Trademark and U.S. Trademark Registration No. 2,883,472.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 01 day of AUGUST, 2011.

Giorgio Armani S.p.A., Milan, Swiss Branch Mendrisio

By: \_\_\_\_\_

Name: GIUSEPPE MARSOCCI  
Title: C.E.O.