

## 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
Yurman Studio, Inc.		02/28/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	David Yurman IP LLC		
Street Address:	24 Vestry Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85408351	DY VERONA	
CORRESPONDENCE DATA			
Fax Number:	(212)223-0196		
Phone:	(212) 896-1550		
Email:	SSPAGNA@DAVIDYURMAN.COM		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Susan Spagna		
Address Line 1:	24 Vestry Street		
Address Line 4:	New York, NEW YORK 10013		
NAME OF SUBMITTER:	Susan Spagna, Esq.		
Signature:	/SUSAN SPAGNA, ESQ./		
Date:	03/19/2012		
Total Attachments: 0			

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