

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|-----------------------|----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Proctor & Gamble Manufacturing Cologne GMBH | | 12/12/2011 | CORPORATION: GERMANY |
| RECEIVING PARTY DATA | | | |
| Name: | Anna Sui Corp. | | |
| Street Address: | 250 West 39th Street | | |
| Internal Address: | 15th Floor | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10018 | | |
| Entity Type: | CORPORATION: NEW YORK | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2868747 | DOLLY GIRL | |
| Registration Number: | 3931847 | FORBIDDEN AFFAIR | |
| Registration Number: | 3240159 | SECRET WISH | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)684-3999 | | |
| Phone: | 212-684-3900 | | |
| Email: | rweiss@grr.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: | Rachel M. Weiss | | |
| Address Line 1: | 270 Madison Avenue | | |
| Address Line 2: | Floor 8 | | |
| Address Line 4: | New York, NEW YORK 10016 | | |
| ATTORNEY DOCKET NUMBER: | 5807/166 | | |

OP \$90.00 2868747

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|--|-------------------|
| NAME OF SUBMITTER: | Rachel M. Weiss |
| Signature: | /Rachel M. Weiss/ |
| Date: | 03/19/2012 |
| Total Attachments: 3 source=P&G to ASC - US Assignment#page1.tif source=P&G to ASC - US Assignment#page2.tif source=P&G to ASC - US Assignment#page3.tif | |

USA

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK ASSIGNMENT

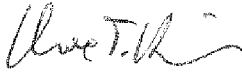
WHEREAS, **PROCTER & GAMBLE MANUFACTURING COLOGNE GMBH**, a corporation organized under the laws of the country of Germany, having an address of Wilhem-Mauser-Strasse 40, Koln, Germany 50827 (hereinafter referred to as the "ASSIGNOR"), owns the trademark registrations set forth in Schedule A (hereinafter referred to as the "MARKS"); and

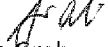
WHEREAS, **ANNA SUI CORP.**, a corporation organized under the laws of the state of New York, having an address of 250 West 39th Street, 15th Floor, New York, New York 10018, US (hereinafter referred to as the "ASSIGNEE"), is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the MARKS, together with the goodwill of the business symbolized by the MARKS;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by the ASSIGNEE to the ASSIGNOR, the full receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its right, title and interest in and to the MARKS, together with the goodwill of the business symbolized by the MARKS, and the right to sue and recover for past infringement thereof.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly executed as of the 12th day of December, 2011.

PROCTER & GAMBLE MANUFACTURING COLOGNE GMBH


ppa.
Uwe T. Hirsch
Authorized Signatory


ppa.
Brigitte Grab
Authorized Signatory

USA

SCHEDULE A

| <u>Mark</u> | <u>Reg. No.</u> | <u>Reg. Date</u> |
|------------------|-----------------|------------------|
| DOLLY GIRL | 2,868,747 | 08/03/2004 |
| FORBIDDEN AFFAIR | 3,931,847 | 03/15/2011 |
| SECRET WISH | 3,240,159 | 05/08/2007 |

Nr. 1213 Jahr 2011 der Urkundenrolle-6

I hereby certify, that the above are the true signatures, subscribed in my presence of

1. Mr. Uwe T. H i r s c h , Berliner Allee 65 in 64274 Darmstadt,
2. Mrs. Brigitte G r a b , Berliner Allee 65 in 64274 Darmstadt,

who are personally known to me and who are authorized to represent Procter & Gamble Manufacturing Cologne GmbH, Köln, as this fact is registered in the official register of trading associations Amtsgericht Köln – HRB 68440 -.

Darmstadt, 12th day of December, 2011
Berliner Allee 65 in 64274 Darmstadt



Caspar
Notar

