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: 3

Property Type	Number	Word Mark
Serial Number:	85141255	ROYAL CORD
Registration Number:	4139196	DAVID YURMAN MIDNIGHT MELANGE
Serial Number:	85317680	DAVID YURMAN AMULETS

CORRESPONDENCE DATA

Fax Number: 2122230196
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 212-896-1550
Email: SSPAGNA@DAVIDYURMAN.COM
Correspondent Name: SUSAN SPAGNA, ESQ.
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:	05/22/2012

Total Attachments: 0

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