

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alexander Wang		03/01/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	AW Licensing, LLC		
Street Address:	386 Broadway, 3rd Floor		
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	
Registration Number:	3801258	ALEXANDER WANG	
CORRESPONDENCE DATA			
Fax Number:	2127158000		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(212) 715-9205		
Email:	KLtrademark@kramerlevin.com		
Correspondent Name:	Kramer Levin Naftalis & Frankel LLP		
Address Line 1:	1177 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	065480-00004		
NAME OF SUBMITTER:	Erica D. Klein		
Signature:	/Erica D. Klein/		
Date:	06/22/2012		
Total Attachments: 2 source=ALEXANDER WANG__Trademark Assignment#page1.tif source=ALEXANDER WANG__Trademark Assignment#page2.tif			

CH \$40.00 3801258

EXHIBIT C

TRADEMARK ASSIGNMENT FROM WANG TO AWL

THIS TRADEMARK ASSIGNMENT ("Assignment"), effective as of March 1, 2012, is by and between Alexander Wang ("Wang"), an individual and U.S. citizen and AW Licensing LLC ("AWL"), a limited liability corporation.

WHEREAS, Wang is the owner of all right, title and interest in and to the name and mark ALEXANDER WANG, including all rights to use and to register ALEXANDER WANG alone or with any other term, as a trademark, service mark, domain name or otherwise, in connection with all goods and services with which ALEXANDER WANG is used or is intended to be used by or on behalf of Wang, and all goodwill relating to the foregoing (the "Mark"); and

WHEREAS, AWL is desirous of acquiring all of Wang's right, title and interest in and to the Mark throughout the world, including all rights, title and interest in and to the registrations and applications for registration shown on Exhibit A hereto.

NOW THEREFORE, in consideration of the mutual covenants and agreements set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties, intending to be legally bound, hereby agree as follows:

Wang hereby assigns, transfers and conveys to AWL all of Wang's right, title and interest in and to the Mark, all causes of action for any and all past infringements of the rights being assigned, and the right to collect and retain any proceeds therefrom.

Wang hereby agrees to execute and deliver such documents, and to take such actions, as may be reasonably requested by AWL, its successors or assigns, to give effect to this Assignment and to vest, perfect, confirm, record or otherwise reflect or give effect to AWL's rights as set forth herein.

IN WITNESS WHEREOF, Wang and AWL have caused this Assignment to be executed effective as of the date first written above.

ALEXANDER WANG
By: 

AW LICENSING, LLC
By: 
Name: ALEXANDER WANG
Title: CREATIVE DIRECTOR

EXHIBIT A

Country	Mark	Owner	Class: Goods	Application No.	Filing Date	Registration No.	Registration Date	Status
USA	ALEXANDER WANG	Alexander Wang	18: Handbags. 25: Clothing, namely, blouses, dresses, shirts, sweaters, skirts, pants, jackets, jeans, shorts, scarves, sweatshirts, t-shirts; clothing, namely, loungewear, rainwear and beachwear; footwear.	78/913,626	21-June-2006	3801258	08-June-2010	Registered