

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
Per Una Group Limited		05/08/2012	Private Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Marks and Spencer plc		
Street Address:	35 North Wharf Road Business, Waterside House		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W2 1NW		
Entity Type:	Public Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3147506	PER UNA DUÉ	
Registration Number:	3152453	PER UNA	
CORRESPONDENCE DATA			
Fax Number:	2029068669		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	202.906.8618		
Email:	ipmail@dykema.com, efingerhut@dykema.com, smckeon@dykema.com, jpisigan@dykema.com		
Correspondent Name:	Eric T. Fingerhut		
Address Line 1:	1300 I. Street, NW, Suite 300 West		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005		
ATTORNEY DOCKET NUMBER:	066394-0999		
DOMESTIC REPRESENTATIVE			

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

NAME OF SUBMITTER:	Eric T. Fingerhut
Signature:	/eric t. fingerhut/
Date:	06/25/2012
Total Attachments: 2 source=Assignment Document (Per Una Group Limited to Marks and Spencer plc)#page1.tif source=Assignment Document (Per Una Group Limited to Marks and Spencer plc)#page2.tif	

ASSIGNMENT OF TRADEMARK

WHEREAS, effective as of the undersigned date, PER UNA GROUP LIMITED, a private limited company of the United Kingdom (hereinafter ASSIGNOR), having a principal address at Waterside House, 35 North Wharf Road Business, London W2 1NW, United Kingdom, is the owner of the trademark rights and goodwill in and to all the U.S. Trademark Registrations referenced in Appendix A and common law rights relating to usage of these marks alone, or in conjunction with prefix or suffix words and designs (hereinafter TRADEMARK AND TRADEMARK RIGHTS).

WHEREAS, MARKS AND SPENCER PLC, (hereinafter ASSIGNEE), a public limited company of the United Kingdom having a principal address at Waterside House, 35 North Wharf Road Business, London W2 1NW, United Kingdom, is desirous of formally acquiring said TRADEMARK AND TRADEMARK RIGHTS by express assignment;

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer and set over unto ASSIGNEE, its legal representatives, successors, and assigns, all trademark rights in and to said TRADEMARK AND TRADEMARK RIGHTS, together with the business symbolized thereby and goodwill appurtenant thereto, the right to sue and recover for damages for past infringement thereof, all applications to register same, and all licenses and other agreements relating to same.

I hereby set my hand at the date below entered,

8 MAY 2012
Date

WITNESSES: *[Signature]*
CAROL M SWANN

8 MAY 2012
Date

WITNESSES: *[Signature]*
CAROL M SWANN

PER UNA GROUP LIMITED

By: *[Signature]*
ENTER SIGNATORY NAME/TITLE
SCOTT IAIN FIFE, DIRECTOR

MARKS AND SPENCER PLC

By: *[Signature]*
ENTER SIGNATORY NAME/TITLE

AMANDA JANE MELLOR
DIRECTOR

EXHIBIT A
TRADEMARK REGISTRATIONS

LIVE REGISTRATIONS:

1. "PER UNA" - U.S. Registration No. 3,352,678
2. "PER UNA" - U.S. Registration No. 3,508,941
3. "PER UNA" - U.S. Registration No. 3,557,836
4. "PER UNA DUE" - U.S. Registration No. 3,147,506
5. "PER UNA" - U.S. Registration No. 3,152,453