

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
By Design L.L.C.		06/15/2012	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Debbie Morgan Macao Commercial Offshore Limited
<b>Street Address:</b>	Avenida Do Dr. Rodrigo Rodrigues, No 600-E
<b>Internal Address:</b>	Centro Comercial First, Nacional P10-05
<b>City:</b>	Macao
<b>State/Country:</b>	CHINA
<b>Entity Type:</b>	COMPANY: MACAO

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
<b>Serial Number:</b>	78876436	MISS GUIDED

**CORRESPONDENCE DATA**

Fax Number: 5132414771  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: (513) 352-6527  
 Email: dawn.schneider@thompsonhine.com  
 Correspondent Name: Louis K. Ebling, Thompson Hine LLP  
 Address Line 1: 312 Walnut Street, Suite 1400  
 Address Line 4: Cincinnati, OHIO 45202

**DOMESTIC REPRESENTATIVE**

Name: Louis K. Ebling, Thompson Hine, LLP  
 Address Line 1: 312 Walnut Street, Suite 1400  
 Address Line 4: Cincinnati, OHIO 45202

OP \$40.00 78876436

NAME OF SUBMITTER:	Louis K. Ebling
Signature:	/louis ebling/
Date:	07/05/2012
Total Attachments: 1 source=Debbie Morgan Assignment#page1.tif	

ASSIGNMENT

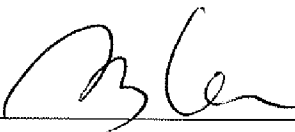
Date: June 15, 2012

**WHEREAS, BY DESIGN L.L.C.**, a limited liability company organized and existing under the laws of the State of Delaware, United States of America, located at 1411 Broadway, New York, NY 10018, U.S.A. ("**Assignor**"), is the proprietor of the trademark registered in the United States as registration. no. 3694268 MISS GUIDED in class 25(hereinafter, the "**Trademark**");

and **WHEREAS, Debbie Morgan Macao Commercial Offshore Limited**, a company incorporated under the laws of Macao, with offices at Avenida Do Dr. Rodrigo Rodrigues, No 600-E, Centro Comercial First, Nacional P10-05, Macao, China ("**Assignee**"), is desirous of acquiring all the Assignor's rights, title and interest in and to the Trademark;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified registration therefore, and with all claims arising out of or relating to the use or ownership of the Trademark.

**BY DESIGN L.L.C.**

By:  \_\_\_\_\_

Name: Jay Lee

Capacity: President & CEO

Date of Signature: June 15, 2012