

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	08/24/2010		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Street Beat Sportswear, Inc.		08/24/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	BCBG Max Azria Group, Inc.		
Street Address:	2761 Fruitland Avenue		
City:	Vernon		
State/Country:	CALIFORNIA		
Postal Code:	90058		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3358201	FARLOW	
Registration Number:	3432861	STREET BEAT	
CORRESPONDENCE DATA			
Fax Number:	9177774104		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-735=3000		
Email:	mmcguire@skadden.com		
Correspondent Name:	Skadden Arps Slate Meagher & Flom LLP		
Address Line 1:	Four Times Square		
Address Line 2:	Attn: Eric Mack, Esq.		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	124460/7		
NAME OF SUBMITTER:	Eric Mack		

TRADEMARK

Signature:	/eric mack/
Date:	09/06/2012
Total Attachments: 1 source=MergerDoc#page1.tif	

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CERTIFICATE OF OWNERSHIPFILED *ABO*
in the office of the Secretary of State
of the State of California

SEP 03 2010

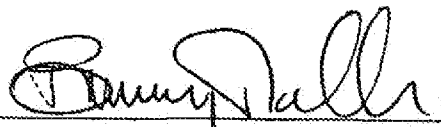
Ben Malka and Brian Fleming certify that:

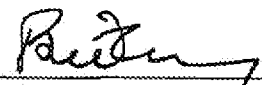
1. They are the President and Secretary of BCBG Max Azria Group, Inc. a California corporation (the "Corporation").
2. This Corporation owns all the outstanding shares of Street Beat Sportswear, Inc., a New York corporation ("Street Beat").
3. The Board of Directors of this Corporation duly adopted the following resolution:

RESOLVED, that this Corporation merge Street Beat, its wholly-owned subsidiary corporation, into itself and assume all its obligations pursuant to Section 1110 of the California Corporations Code.

We further declare under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct of our own knowledge.

Date: August 24 2010


Ben Malka, President


Brian Fleming, Secretary