

## 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
	1156662 Frangrances, Inc.		09/19/2012
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Tommy Hilfiger Licensing LLC		
Street Address:	601 W. 26th St., 6th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3951493	LOUD
CORRESPONDENCE DATA			
Fax Number:	3125548015		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312 554-8000		
Email:	rsacoff@pattishall.com		
Correspondent Name:	Robert W. Sacoff		
Address Line 1:	311 S. Wacker Drive, Suite 5000		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	24100-66-178		
NAME OF SUBMITTER:	Robert W. Sacoff		
Signature:	/RWS/		
Date:	10/30/2012		
Total Attachments: 3 source=1919_001#page1.tif source=1919_001#page2.tif source=1919_001#page3.tif			

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**INTELLECTUAL PROPERTY ASSIGNMENT**

THIS ASSIGNMENT is made and delivered pursuant to the Intellectual Property Rights Conveyance Agreement dated September 19, 2012 (the "Agreement"), by and between 1156662 Fragrances, Inc., ("Assignor") and Tommy Hilfiger Licensing LLC, a Delaware limited liability company located at 601 W. 26th St., 6th Floor, New York, NY 10001, U.S.A. ("Assignee").

WHEREAS, 1156662 Fragrances, a Delaware corporation, with its address at P.O. Box 7792, New York, New York 10150, United States of America is the owner of the trademark identified on Exhibit 1 attached hereto and incorporated herein, which is registered in the United States Patent and Trademark Office ("Registered Domestic Marks").

WHEREAS the Registered Domestic Mark shall hereinafter collectively be referred to as the "Intellectual Property."

WHEREAS, pursuant to terms of the Agreement, Assignor has agreed to assign and transfer all of the assets of Assignor to Assignee, including the Intellectual Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee and its successors and assigns all of Assignor's right, title and interest in the United States in and to the Intellectual Property and all goodwill symbolized thereby and associated therewith.

In witness whereof, the Assignor has hereunto executed this instrument this 19<sup>th</sup> day of September 2012.

1156662 FRAGRANCES, INC.

By Lesley A. Moradian  
Name: Lesley A. Moradian  
Title: Vice President and  
Senior Trademark Counsel

On this 19<sup>th</sup> day of September 2012, before me personally appeared Lesley A. Morahan to me known and known to me to be the individual described in and who executed the foregoing instrument, and she duly acknowledged to me that she executed the same for the purposes set forth therein.



Notary Public

My Commission Expires:

**LENNARD JOHN, JR.**  
Notary Public, State of New York  
No. 01JO4995662 Qual. in Kings Co.  
Certificate Filed in New York County  
Commission Expires June 4, 2014

TRADEMARK

REEL: 004890 FRAME: 0309

EXHIBIT 1

Trademark	Country	Registration Number
LOUD	United States of America	3,951,493