

## 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
San Simeon, Inc.		04/04/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Marks and Spencer PLC		
Street Address:	Waterside House		
Internal Address:	35 North Warf Road		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W2 NW		
Entity Type:	Public Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4250459	AUTOGRAPH	
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		
Correspondent Name:	Eric T. Fingerhut		
Address Line 1:	1300 I St., NW, Suite 300 West		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005		
ATTORNEY DOCKET NUMBER:	066394-0034		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

Eric T. Fingerhut

Signature:

/eric t. fingerhut/

Date:

12/14/2012

Total Attachments: 1

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**ASSIGNMENT OF TRADEMARK REGISTRATION**

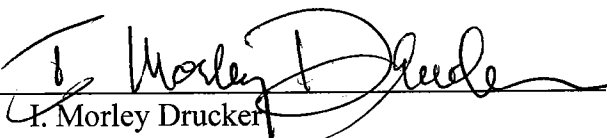
WHEREAS, on or about April 4, 2012, San Simeon, Inc., a California corporation having a principal place of business at 20533 Biscayne Boulevard, Suite 4-121, Aventura, Florida 33180 (hereinafter "Assignor") agreed to assign, and does hereby assign, the entire right, title and interest in and to Registration No. 4,250,459 for AUTOGRAPH (the "Trademark") and to the entire business to which it pertains and to the goodwill therein, to Marks and Spencer PLC, a corporation duly organized and existing under the laws of the United Kingdom, having its principal offices at Waterside House 35 North Wharf Road; London W2 NW UNITED KINGDOM (hereinafter "Assignee");

WHEREAS, Assignor wishes to confirm, for recordation purposes, the said assignment of said Trademark to the Assignee; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby confirm its assignment to the said Assignee of all right, title, and interest in and to said Trademark, and to the entire business to which it pertains, and together with the goodwill of the business symbolized by the said Trademark.

San Simeon, Inc.

Date: Nov. 29, 2012

By:   
I. Morley Drucker  
Attorney-in-Fact  
per Limited Power of Attorney (attached)

**TO BE SIGNED BEFORE A NOTARY**