

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
ABG-HMX, LLC		05/01/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	W Diamond Group Corporation		
Street Address:	PO BOX 30200		
City:	Rochester		
State/Country:	NEW YORK		
Postal Code:	14603-3200		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2217777	CHRISTOPHER BLUE	
Registration Number:	3309032	HEIRLOOM BY CHRISTOPHER BLUE	
CORRESPONDENCE DATA			
Fax Number:	2127602419		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212 760 2418		
Email:	tdipaolo@abg-nyc.com		
Correspondent Name:	Terri DiPaolo		
Address Line 1:	100 West 33rd Street		
Address Line 2:	Suite 1007		
Address Line 4:	new York, NEW YORK 10001		
ATTORNEY DOCKET NUMBER:	ABG-HMX CB TO WDGC		
NAME OF SUBMITTER:	Terri DiPaolo		

OP \$65.00 2217777

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**TRADEMARK
 REEL: 005019 FRAME: 0326**

Signature:	/terri DiPaolo/
Date:	05/01/2013
Total Attachments: 4 source=cb assignvip#page1.tif source=cb assignvip#page2.tif source=cb assignvip#page3.tif source=cb assignvip#page4.tif	

INTELLECTUAL PROPERTY ASSIGNMENT
(Christopher Blue)

THIS INTELLECTUAL PROPERTY ASSIGNMENT ("Assignment") is executed into as of May 1, 2013 ("Effective Date") by ABG HMX, LLC ("Assignor") on behalf of W Diamond Group Corporation, a Delaware corporation ("Assignee"). Assignor and Assignee are each referred to herein as a "Party" and, collectively, as the "Parties".

For good and valuable consideration stated elsewhere, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, sells, grants and conveys to Assignee and its successors, assigns and designees, (a) all Intellectual Property Rights related to the Christopher Blue brand, including, but not limited to, all Intellectual Property Rights in the Christopher Blue Trademarks and all Ancillary Product Elements, including, without limitation, the trademarks, trade names and domain names set forth on the attached Exhibit A; and (b) any and all amendments, modifications, improvements, derivative works and supplements thereto and all goodwill associated with the foregoing.

As used in this Assignment the following terms shall have the following meanings:

- (a) "Ancillary Product Elements" means, with respect to the brand "Christopher Blue" any and all design elements, logos, marketing and promotional materials (including, but not limited to, the Web Sites, promotional songs, commercials and "jingles", advertisements, photographs, images, videos, names, point of sale displays, slogans, product and/or packaging designs and configurations, advertising campaigns and layouts, network names, registrations and http addresses for internet domain names, used primarily in or in development of the Christopher Blue brand, whether or not subject to or capable of copyright, trademark, patent, design or other registration, and all intellectual property rights therein, to the extent owned or acquired by Assignor.
- (b) "Christopher Blue Trademarks" means the trademarks on Exhibit A and all other words, phrases, logo and design elements, trade dress, service marks, brand names, certification marks, assumed names, trade names and other indications of origin using or incorporating the Christopher Blue Trademarks, together with all common law rights thereto, and all state, federal and foreign trademark registrations, applications for registration and registration renewals therefor, and all goodwill associated therewith, and the right to sue for infringement or other violation thereof (past, present and future).
- (c) "Intellectual Property Rights" means, with respect to Christopher Blue, all of the following to the extent owned by Assignor, worldwide (i) trademarks of any type (whether registered or unregistered, including service marks, slogans, logos, trade dress, brand names, certification marks, assumed names, trade names, including the goodwill associated therewith and in each case, as applicable, registrations and applications therefor), (ii) copyrights, copyright registrations, copyright applications, works of authorship, mask works, and moral rights, (iii) all rights in Internet domain name registrations, (iv) marketing plans, marketing data in whatever form, (v) all rights that are equivalent or similar to any of the foregoing throughout the world (including, for the avoidance of doubt, any rights to the foregoing under common law).
- (d) "Web Sites" means to the extent owned or acquired by Assignor, all web sites, mobile web sites, social media sites and other Internet based or enabled promotional and marketing initiatives and campaigns using the Christopher Blue Trademarks in the domain name, including, but not limited to, those set forth on Exhibit A, together with all domain names.

Without further consideration, each Party will from time to time at its sole expense, at the reasonable request of the other Party, execute and deliver such other instruments, documents and agreements and take such actions as such other Party may reasonably request or as may be reasonably requested by any applicable governmental authority or third party, in each case, in order to more effectively or more expeditiously consummate the assignment of rights contemplated hereby.

IN WITNESS WHEREOF, each of the Parties has caused this Assignment to be executed by its duly authorized officer as of the date first set forth above.

State of New York
County of New York
TERRI LYNNE DIPAULO
Notary Public - State of New York
No. 02DI6234325
Qualified in New York County
My Commission Expires January 18, 2015
Acknowledged by: *[Signature]*
MAY 1, 2013

ABG HMX, LLC
By: *[Signature]*
Name: *Kevin P. Clarke*
Title: CFO

W DIAMOND GROUP CORPORATION
By: *[Signature]*
Name: Doug Williams
Title: Chief Executive Officer



EXHIBIT A

<u>Trademark</u>	<u>Country</u>	<u>Registration No.</u>	<u>Class</u>	<u>Status</u>
Christopher Blue	CTM	009277195	25	Registered
Christopher Blue	USA	2217777	25	Registered
Heirloom by Christopher Blue	USA	3309032	25	Registered

Domain Names

CGHRISTOPHERBLUE.COM
CGRISTOPHERBLUE.COM
CH4ISTOPHERBLUE.COM
CH5ISTOPHERBLUE.COM
CHEISTOPHERBLUE.COM
CHGRISTOPHERBLUE.COM
CHR9ISTOPHERBLUE.COM
CHR9STOPHERBLUE.COM
CHRGISTOPHERBLUE.COM
CHR19STOPHERBLUE.COM
CHRIDSTOPHERBLUE.COM
CHRIOSTOPHERBLUE.COM
CHRIS5OPHERBLUE.COM
CHRISDSTOPHERBLUE.COM
CHRISROPHERBLUE.COM
CHRISTOPHERBLUE.COM
CHRISTIPHERBLUE.COM
CHRISTOHERBLUE.COM
CHRISTOOPHERBLUE.COM
CHRISTOP0HERBLUE.COM
CHRISTOPGERBLUE.COM
CHRISTOPH3RBLUE.COM
CHRISTOPHER-BLU.COM
CHRISTOPHER-BLUE.COM
CHRISTOPHERBLE.COM
CHRISTOPHERBLEU.COM
CHRISTOPHERBLIE.COM
CHRISTOPHERBLU.COM
CHRISTOPHERBLU3.COM
CHRISTOPHERBLUE.COM
CHRISTOPHERBLUES.COM
CHRISTOPHERBLUR.COM
CHRISTOPHERBNLUE.COM

CHRISTOPHERBUE.COM
CHRISTOPHERBULE.COM
CHRISTOPHERNBLUE.COM
CHRISTPHERBLUE.COM
CHRISTTOPHERBLUE.COM
CHROISTOPHERBLUE.COM
CHROSTOPHERBLUE.COM
CHRUSTOPHERBLUE.COM
CHTISTOPHERBLUE.COM
CJRISTOPHERBLUE.COM
CVHRISTOPHERBLUE.COM
KRISTOPHERBLUE.COM
XCHRISTOPHERBLUE.COM
XHRISTOPHERBLUE.COM

SIMPLYBLUEAPPAREL.COM
SBAPPARELINC.COM