

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
Porto Chico Store Inc.		06/18/2013	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	Lovely Girl Exclusive Inc.
Street Address:	141 N. Broadway
City:	Melrose Park
State/Country:	ILLINOIS
Postal Code:	60160
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	1185905	
Registration Number:	1188706	LOVELY GIRL
Registration Number:	1188725	LOVELY GIRL
Registration Number:	1330949	BY GEORGE
Registration Number:	1409559	LOVELY LADY
Registration Number:	1613454	LOVELY GIRL
Registration Number:	1978581	LOVELY GIRL
Registration Number:	2341587	MOVING VIOLATION
Registration Number:	2478283	LA LEY
Registration Number:	3180559	LOVELY GIRL JEANS
Registration Number:	3565950	LOVELY GIRL JEANS
Registration Number:	3648807	JOSEPH ALEXANDER
Registration Number:	3839368	L.G.J.

CORRESPONDENCE DATA

900258559

**TRADEMARK**  
 REEL: 005053 FRAME: 0153

CH \$340.00 1185905

Fax Number: 3126095005

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

Phone: 312-609-7897

Email: hmill@vedderprice.com

Correspondent Name: Holly Miller

Address Line 1: 222 N. LaSalle Street - 24th Floor

Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	00606/POR TO CHICO
NAME OF SUBMITTER:	Holly Miller
Signature:	/Holly Miller/
Date:	06/20/2013

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

WHEREAS, Porto Chico Store Inc., an Illinois corporation, located and doing business at 141 N. Broadway, Melrose Park, Illinois, 60160, is the owner of the entire right, title and interest in and to the following registered United States Trademarks:

<b>U.S. Registration No.</b>	<b>Issue Date</b>	<b>Mark</b>
1,185,905	January 12, 1982	Face Design
1,188,706	February 2, 1982	LOVELY GIRL (Stylized)
1,188,725	February 2, 1982	LOVELY GIRL (Stylized)
1,330,949	April 16, 1985	BY GEORGE
1,409,559	September 16, 1986	LOVELY LADY (Stylized)
1,613,454	September 18, 1990	LOVELY GIRL (Stylized)
1,978,581	June 4, 1996	LOVELY GIRL
2,341,587	April 11, 2000	MOVING VIOLATION
2,478,283	August 14, 2001	LA LEY
3,180,559	December 5, 2006	LOVELY GIRL JEANS
3,565,950	January 20, 2009	LOVELY GIRL JEANS
3,648,807	June 30, 2009	JOSEPH ALEXANDER
3,839,368	August 24, 2010	L.G.J.

WHEREAS, Lovely Girl Exclusive Inc., an Illinois corporation, having a principal place of business at 141 N. Broadway, Melrose Park, Illinois, 60160, is desirous of acquiring rights in said marks and said registrations;

NOW, THEREFORE, in consideration of and for good and valuable consideration, the receipt of which is hereby acknowledged, said Porto Chico Store Inc., does hereby sell, assign, transfer, and set over unto said Lovely Girl Exclusive Inc., the entire right, title and interest in and to said marks and said registrations, together with the good will of the business symbolized by said marks and said registrations and in accordance with which the said marks are

