

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Partial Assignment with respect to the class and goods within said class set out in Schedule A to the assignment.		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
IP Holdings LLC		05/23/2013	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	HKAY IP Holdings LLC		
Street Address:	463 Seventh Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	77244405	TOWER BY LONDON FOG	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	2123912057		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-730-0030		
Email:	trademarks@iconixbrand.com		
Correspondent Name:	Warren Clamen, Iconix Brand Group, Inc.		
Address Line 1:	1450 Broadway		
Address Line 2:	3rd Fl.		
Address Line 4:	New York, NEW YORK 10018		
<b>ATTORNEY DOCKET NUMBER:</b>	LFOG.0030		
<b>NAME OF SUBMITTER:</b>	Warren Clamen		

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Signature:	/warren clamen/
Date:	07/24/2013
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TRADEMARK ASSIGNMENT

WHEREAS, IP Holdings LLC, a Delaware limited liability company having an address of 103 Foulk Road, Wilmington, Delaware 19803 (hereinafter referred to as the "ASSIGNOR") is the owner of the trademarks and registrations set forth in Schedule A hereto and the goodwill associated therewith (hereinafter referred to as the "Marks");

WHEREAS, HKAY IP Holdings LLC, a New York limited liability company having an address of 463 Seventh Avenue, New York, New York 10018 (hereinafter referred to as the "ASSIGNEE"), desires to acquire the rights ASSIGNOR has in and to certain of the classes and goods within said classes associated with said Marks and registrations thereof along with the goodwill associated with said Marks as to said goods;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer to ASSIGNEE effective this 23 day of May, 2013, its entire right, title, and interest in and to the Marks and the registrations for the Marks with respect to the classes and goods within said classes set out in Schedule A hereto, together with the goodwill of the business symbolized by the Marks and the registrations thereof, and all other rights which ASSIGNOR has enjoyed thereunder, including any and all rights of recovery based on past infringement of said Marks and registrations, the same to be held and enjoyed by ASSIGNEE, its successors and assigns. ASSIGNOR retains all of its right, title and interest with respect to the Marks and the registrations thereof for all classes and goods associated with said registrations not specified in Schedule A hereto.

IP HOLDINGS LLC

By: Andrew R. Tarsitis

Name: ANDREW R. TARSITIS

Title: VP, IP HOLDINGS AND MANAGEMENT LLC,  
IT'S MANAGER

Date: 5/23/2013

HKAY IP HOLDINGS LLC

By: B. Kringstein

Name: BARRY KRINGSTEIN

Title: GO MGR MEMBER

Date: 5/23/2013

SCHEDULE A

Mark	Image	Class	Goods	App. No.	Reg. No.
TOWER BY LONDON FOG		25	Clothing, namely, jackets, coats	77244405	