

## 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																							
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>PVH NECKWEAR, INC. (F/K/A PVH SUPERBA/INSIGNIA NECKWEAR, INC.)</td> <td></td> <td>07/25/2013</td> <td>CORPORATION: DELAWARE</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	PVH NECKWEAR, INC. (F/K/A PVH SUPERBA/INSIGNIA NECKWEAR, INC.)		07/25/2013	CORPORATION: DELAWARE												
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RECEIVING PARTY DATA																							
<table border="1"> <tr> <td>Name:</td> <td colspan="3">Bugatti GmbH</td> </tr> <tr> <td>Street Address:</td> <td colspan="3">Hansastrasse 55</td> </tr> <tr> <td>City:</td> <td colspan="3">32049 Herford</td> </tr> <tr> <td>State/Country:</td> <td colspan="3">GERMANY</td> </tr> <tr> <td>Entity Type:</td> <td colspan="3">GmbH: GERMANY</td> </tr> </table>				Name:	Bugatti GmbH			Street Address:	Hansastrasse 55			City:	32049 Herford			State/Country:	GERMANY			Entity Type:	GmbH: GERMANY		
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PROPERTY NUMBERS Total: 1																							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>1488041</td> <td>BUGATTI</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	1488041	BUGATTI														
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Registration Number:	1488041	BUGATTI																					
CORRESPONDENCE DATA																							
Fax Number:	2129692900																						
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>																							
Phone:	212-969-3000																						
Email:	trademark@proskauer.com																						
Correspondent Name:	Adam D. Siegartel																						
Address Line 1:	Proskauer Rose LLP																						
Address Line 2:	Eleven Times Square																						
Address Line 4:	New York, NEW YORK 10036-8299																						
ATTORNEY DOCKET NUMBER:	20496-791																						
DOMESTIC REPRESENTATIVE																							
Name:																							

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Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Adam D. Siegartel
Signature:	/Adam D. Siegartel/
Date:	08/07/2013
Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif	

**EXHIBIT 3 -- TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT is made as of the 25th day of July, 2013 by and between PVH Neckwear, Inc. (formerly PVH Superba/Insignia Neckwear, Inc.), a Delaware corporation located at 200 Madison Avenue, New York, New York, U.S.A. ("Assignor"), and Bugatti GmbH, a German GmbH located at Hansastrasse 55, 32049 Herford, Germany ("Assignee")

WHEREAS, Assignor owns (a) the trademark BUGATTI, (b) the corresponding U.S. Trademark Registration No. 1,488,041, and (c) all goodwill associated with that trademark and corresponding trademark registration (the trademark, registration, and goodwill, collectively, the "Trademark");

WHEREAS, Assignee is purchasing the Trademark from Assignor;

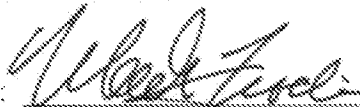
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignor hereby sells, transfers, conveys, and assigns to Assignee all right, title, and interest in and to the Trademark, together with the goodwill symbolized thereby, including all rights to sue and recover for past infringement.

2. Assignor agrees, at Assignee's expense, to promptly execute all documents and assist in all proceedings to perfect, register, and record the rights of the Assignee to the Trademark as Assignee may reasonably deem appropriate, and any additional documents that are reasonably necessary to accomplish the intent of this Trademark Assignment. If Assignor does not within ten (10) business days of presentment return the requested executed documents, then Assignee is hereby granted a limited power of attorney to execute all such documents on Assignor's behalf. This power of attorney is coupled with an interest and is irrevocable.

**PVH Neckwear, Inc.**

**Bugatti GmbH**

By:   
Printed name: MARK FISCHER  
Title: EXECUTIVE VICE PRESIDENT

By: \_\_\_\_\_  
Printed name:  
Title:

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**PVH Neckwear, Inc.**

**Bugatti GmbH**

By: \_\_\_\_\_  
Printed name:  
Title:

By:   
Printed name: Klaus Brinkmann  
Title: CEO