

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MLA Multibrand Holdings, Inc.		10/08/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	MLA Multibrand Holdings, Inc.		
Street Address:	2761 Fruitland Avenue		
City:	Vernon		
State/Country:	CALIFORNIA		
Postal Code:	90058		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3409776	BCBGMAXAZRIA RUNWAY	
CORRESPONDENCE DATA			
Fax Number:	4153939887		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(415) 954-0200		
Email:	trademark@squiresanders.com		
Correspondent Name:	Philip R. Zender, Esq.		
Address Line 1:	275 Battery Street, Suite 2600		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	041130.587		
NAME OF SUBMITTER:	Jim Lyons		
Signature:	/jim lyons/		
Date:	10/08/2013		
Total Attachments: 0			

CH \$40.00 3409776

**THIS
PAGE
INTENTIONALLY
LEFT
BLANK**