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
Juicy Couture, Inc.		11/06/2013	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	ABG Juicy Couture, LLC
Street Address:	100 West 33rd Street, Suite 1007
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 85

Property Type	Number	Word Mark
Serial Number:	77067397	74
Serial Number:	77855089	BIRD
Serial Number:	85310983	BIRD 27 BRUTON STREET
Serial Number:	85311000	BIRD 27 BRUTON STREET
Serial Number:	85308719	BIRD BRUTON STREET
Serial Number:	85308741	BIRD BRUTON STREET
Serial Number:	77980986	BIRD BY JUICY COUTURE
Serial Number:	78806608	BORN IN THE GLAMOROUS USA
Serial Number:	78959729	BORN IN THE GLAMOROUS USA
Serial Number:	78959721	BORN IN THE GLAMOROUS USA
Serial Number:	78959713	BORN IN THE GLAMOROUS USA
Serial Number:	76355074	CHOOSE JUICY
Serial Number:	77121192	CHOOSE WATER
Serial Number:	77963701	CLUB COUTURE

OP $2140.00 77067397

Serial Number:	77963735	CLUB COUTURE
Serial Number:	78834572	COUTURE COUTURE
Serial Number:	78978994	COUTURE COUTURE
Serial Number:	85215339	COUTURE FOR A CAUSE
Serial Number:	85597432	COUTURE LA LA
Serial Number:	77566792	DAYDREAMER
Serial Number:	77204736	DIRTY ENGLISH
Serial Number:	85282162	DIRTY ENGLISH
Serial Number:	78972997	DOGGY COUTURE
Serial Number:	77486552	DOWN DOG COUTURE
Serial Number:	78979585	FOR NICE GIRLS WHO LIKE STUFF
Serial Number:	78959793	FOR NICE GIRLS WHO LIKE STUFF
Serial Number:	77184419	J
Serial Number:	85269271	JC
Serial Number:	85269297	JC
Serial Number:	85269322	JC
Serial Number:	85269380	JC
Serial Number:	77702347	JC
Serial Number:	77032126	JM JUICY COUTURE
Serial Number:	77310768	JM JUICY COUTURE
Serial Number:	75538291	JUICY
Serial Number:	76977221	JUICY
Serial Number:	78720344	JUICY
Serial Number:	77210732	JUICY
Serial Number:	77793043	JUICY
Serial Number:	77812116	JUICY
Serial Number:	76376647	JUICY BABY
Serial Number:	76376638	JUICY COUTURE
Serial Number:	75743731	JUICY COUTURE
Serial Number:	76977226	JUICY COUTURE
Serial Number:	76355073	JUICY COUTURE
Serial Number:	78879503	JUICY COUTURE
Serial Number:	76978162	JUICY COUTURE
Serial Number:	77033935	JUICY COUTURE
Serial Number:	77470227	JUICY COUTURE

	77509864	JUICY COUTURE
Serial Number:	77531305	JUICY COUTURE
Serial Number:	85298389	JUICY COUTURE
Serial Number:	85348378	JUICY COUTURE LUXE ROCKS
Serial Number:	78844676	J JUICY COUTURE
Serial Number:	85089889	JUICY COUTURE J ENJOY · YOURSELF · WEAR
Serial Number:	75718579	JUICY GIRL
Serial Number:	76978523	JUICY GIRL
Serial Number:	85101876	JUICY GIRL
Serial Number:	85101882	JUICY GIRL
Serial Number:	85101892	JUICY GIRL
Serial Number:	77746290	J
Serial Number:	75853613	JUICY JEANS
Serial Number:	85858555	JUICY SPORT
Serial Number:	85858553	JUICY SPORT
Serial Number:	85858551	JUICY SPORT
Serial Number:	85858550	JUICY SPORT
Serial Number:	85858548	JUICY SPORT
Serial Number:	78680187	LOVE G&P
Serial Number:	85282097	MISS JUICY
Serial Number:	85016984	PEACE, LOVE & JUICY COUTURE
Serial Number:	77146029	POSH POOCH SET
Serial Number:	77925839	SAME OLD CHIC
Serial Number:	85102004	ENJOY YOURSELF WEAR JUICY J
Serial Number:	85101983	ENJOY YOURSELF WEAR JUICY J
Serial Number:	85101964	ENJOY YOURSELF WEAR JUICY J
Serial Number:	85101938	ENJOY YOURSELF WEAR JUICY J
Serial Number:	85101925	ENJOY YOURSELF WEAR JUICY J
Serial Number:	78418542	
Serial Number:	78515407	
Serial Number:	78786416	SMELLS LIKE COUTURE
Serial Number:	77885332	SMELLS LIKE COUTURE
Serial Number:	77888830	SMELLS LIKE COUTURE
Serial Number:	85932550	SPORT JUICY COUTURE
Serial Number:	85932566	JUICY COUTURE SPORT

	77426195	VIVA LA JUICY

CORRESPONDENCE DATA

Fax Number: 2127602419

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

Phone: 212-760-2410

Email: tdipaolo@authenticbrandsgroup.com

Correspondent Name: Terri DiPaolo

Address Line 1: 100 West 33rd Street, Suite 1007

Address Line 2: c/o Authentic Brands Group, LLC

Address Line 4: New York, NEW YORK 10001

NAME OF SUBMITTER:	Terri DiPaolo
Signature:	/Terri DiPaolo/
Date:	12/02/2013

Total Attachments: 9

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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this "Assignment") is made this 6th day of November, 2013, by and between Juicy Couture, Inc., a California corporation ("Assignor"), and ABG Juicy Couture, LLC, a Delaware limited liability company ("Assignee").

W I T N E S S E T H :

WHEREAS, Assignor and Assignee are parties to that certain Distribution, Contribution and Assumption Agreement, dated as of November 6, 2013 (as amended, supplemented or otherwise modified from time to time, the "Distribution, Contribution and Assumption Agreement");

WHEREAS, pursuant to the Distribution, Contribution and Assumption Agreement, Assignor agreed to assign to Assignee all of Assignor's right, title and interest in and to the trademark registrations and trademark applications listed on Schedule A hereto (the "Assigned Trademarks"); and

WHEREAS, Assignee and Assignor are desirous of executing an instrument of assignment for purposes of recording the assignment of the Assigned Trademarks with the United States Patent and Trademark Office.

NOW THEREFORE, in consideration of the Distribution, Contribution and Assumption Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignment. Assignor does hereby irrevocably sell, assign, convey and transfer to Assignee all its right, title and interest (whether statutory, common law or otherwise) in and to the Assigned Trademarks, and all goodwill associated with any of Assigned Trademarks. The foregoing assignment of the Assigned Trademarks includes the exclusive rights to (a) apply for and maintain all registrations and renewals thereof, (b) bring actions or otherwise recover for infringements and dilutions thereof, and (c) all other rights of any kind whatsoever of Assignors accruing thereunder or pertaining thereto.

2. Acknowledgment. Assignor hereby acknowledges that from and after the date hereof, Assignee shall be the exclusive owner of all of Assignor's right, title and interest in and to the Assigned Trademarks. The parties hereby acknowledge and affirm that their respective rights in and to the Assigned Trademarks are more fully set forth in the Distribution, Contribution and Assumption Agreement. In the event of any conflict between the terms of this Assignment and the terms of the Distribution, Contribution and Assumption Agreement, the terms of the Distribution, Contribution and Assumption Agreement shall govern.

3. Further Assurances. Each Party agrees, without any further consideration, to execute and deliver such other documents and to take such other actions as the other may reasonably request in order to effectuate the purposes of this Agreement and to consummate the actions contemplated hereby, including the execution of any assignment agreement as may be necessary to record and effectuate the assignment contemplated herein with the United States Patent and Trademark Office.

4. Binding Effect; Assignment. This Assignment shall be binding upon and inure solely to the benefit of the parties hereto and their respective successors and permitted assigns.

5. Governing Law. This Agreement, and any dispute, claim, legal action, suit, proceeding or controversy (whether in contract or tort) arising out of or relating to this Agreement, or the negotiation, execution or performance of this Agreement (including any cause of action based upon, arising out of or related to any representation or warranty made in or in connection with this Agreement or as an inducement to enter this Agreement), shall be governed by, and construed in accordance with, the Laws of the State of New York, without regard to conflict of law principles thereof.

6. Counterparts; Effectiveness. This Agreement may be executed in any number of counterparts, as if the signatures to each counterpart were upon a single instrument, and all such counterparts together shall be deemed an original of this Agreement. Facsimile signatures or signatures received as a pdf attachment to electronic mail shall be treated as original signatures for all purposes of this Agreement. This Agreement shall become effective when, and only when, each Party shall have received a counterpart signed by the other Parties.

[Signature page follows.]

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed as of the date first written above by their respective officers thereunto duly authorized.

JUICY COUTURE, INC.

By: _____
Name: Robert J. Vill
Title: SVP, Finance & Treasurer

ABG JUICY COUTURE, LLC
by its sole member, JUICY COUTURE, INC.

By: _____
Name: Robert J. Vill
Title: SVP, Finance & Treasurer

[Signature Page – U.S. Trademark Assignment]

SCHEDULE A

Mark Name	Country	Record Owner	Status	Class Number	Current Appl. No	Reg. No
74	United States	Juicy Couture, Inc.	Registered	25	77067397	3445902
BIRD	United States	Juicy Couture, Inc.	Filed	18	77855089	
BIRD 27 BRUTON STREET	United States	Juicy Couture, Inc.	Filed	25	85310983	
BIRD 27 BRUTON STREET	United States	Juicy Couture, Inc.	Filed	18	85311000	
BIRD BRUTON STREET	United States	Juicy Couture, Inc.	Filed	25	85308719	
BIRD BRUTON STREET	United States	Juicy Couture, Inc.	Filed	18	85308741	
BIRD BY JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	25	77980986	3912360
BORN IN THE GLAMOROUS USA	United States	Juicy Couture, Inc.	Registered	25	78806608	3345738
BORN IN THE GLAMOROUS USA	United States	Juicy Couture, Inc.	Registered	18	78959729	3769454
BORN IN THE GLAMOROUS USA	United States	Juicy Couture, Inc.	Registered	14	78959721	3510166
BORN IN THE GLAMOROUS USA	United States	Juicy Couture, Inc.	Registered	9	78959713	3455823
CHOOSE JUICY	United States	Juicy Couture, Inc.	Registered	25	76355074	2882280
CHOOSE WATER	United States	Juicy Couture, Inc.	Registered	32	77121192	3481417
CLUB COUTURE	United States	Juicy Couture, Inc.	Registered	35	77963701	3927112

CLUB COUTURE	United States	Juicy Couture, Inc.	Registered	42	77963735	3927113
COUTURE COUTURE	United States	Juicy Couture, Inc.	Registered	3	78834572	3750786
COUTURE COUTURE	United States	Juicy Couture, Inc.	Registered	25	78978994	3354458
COUTURE FOR A CAUSE	United States	Juicy Couture, Inc.	Filed	36	85215339	
COUTURE LA LA	United States	Juicy Couture, Inc.	Registered		85597432	4365722
DAYDREAMER	United States	Juicy Couture, Inc.	Registered	18	77566792	3605924
DIRTY ENGLISH	United States	Juicy Couture, Inc.	Registered	3	77204736	3525082
DIRTY ENGLISH	United States	Juicy Couture, Inc.	Filed	25	85282162	
DOGGY COUTURE	United States	Juicy Couture, Inc.	Registered	18,20,28	78972997	3510328
DOWN DOG COUTURE	United States	Juicy Couture, Inc.	Registered	25	77486552	3886739
FOR NICE GIRLS WHO LIKE STUFF	United States	Juicy Couture, Inc.	Registered	14	78979585	3532837
FOR NICE GIRLS WHO LIKE STUFF	United States	Juicy Couture, Inc.	Registered	18	78959793	3610509
J ZIPPER PULL	United States	Juicy Couture, Inc.	Registered	25	77184419	3539376
JC Crown Design	United States	Juicy Couture, Inc.	Registered	25	85269271	4151343
JC Crown Design	United States	Juicy Couture, Inc.	Registered	18	85269297	4144011
JC Crown Design	United	Juicy	Registered	14	85269322	4158800

	States	Couture, Inc.				
JC Crown Design	United States	Juicy Couture, Inc.	Registered	9	85269380	4144012
JC Design	United States	Juicy Couture, Inc.	Registered	35	77702347	3698422
JM JUICY COUTURE Lion Crest Design	United States	Juicy Couture, Inc.	Registered	25	77032126	3499543
JM JUICY COUTURE Lion Crest Design	United States	Juicy Couture, Inc.	Registered	3	77310768	3577466
JUICY	United States	Juicy Couture, Inc.	Registered	25	75538291	2285232
JUICY	United States	Juicy Couture, Inc.	Registered	18	76977221	2995654
JUICY	United States	Juicy Couture, Inc.	Registered	25	78720344	3633187
JUICY	United States	Juicy Couture, Inc.	Registered	14	77210732	3381433
JUICY	United States	Juicy Couture, Inc.	Registered	9	77793043	3762789
JUICY	United States	Juicy Couture, Inc.	Registered	14	77812116	3763190
JUICY BABY	United States	Juicy Couture, Inc.	Registered	25	76376647	3233785
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	14,03	76376638	3194741
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	25	75743731	2348674
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	14,25	76977226	2978046
JUICY COUTURE	United States	Juicy Couture,	Registered	18	76355073	2882279

		Inc.				
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	32	78879503	3451212
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	9,16,18, 35	76978162	3146100
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	5	77033935	3346828
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	12	77470227	3604114
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	24	77509864	3941099
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	8	77531305	3944733
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	9	85298389	4089128
JUICY COUTURE LUXE ROCKS	United States	Juicy Couture, Inc.	Filed	14	85348378	
JUICY COUTURE Scotty Dog Crest	United States	Juicy Couture, Inc.	Registered	3	78844676	3354006
JUICY COUTURE Scotty Dog Crest	United States	Juicy Couture, Inc.	Filed	25	85089889	
JUICY GIRL	United States	Juicy Couture, Inc.	Registered	25	75718579	3329779
JUICY GIRL	United States	Juicy Couture, Inc.	Registered	25	76978523	3265587
JUICY GIRL	United States	Juicy Couture, Inc.	Filed	18	85101876	
JUICY GIRL	United States	Juicy Couture, Inc.	Filed	14	85101882	
JUICY GIRL	United States	Juicy Couture, Inc.	Filed	9	85101892	

Juicy J Pocket Design	United States	Juicy Couture, Inc.	Registered	25	77746290	3733004
JUICY JEANS	United States	Juicy Couture, Inc.	Registered	25	75853613	2387924
JUICY SPORT	United States	Juicy Couture, Inc.	Filed	14	85858555	
JUICY SPORT	United States	Juicy Couture, Inc.	Filed	35	85858553	
JUICY SPORT	United States	Juicy Couture, Inc.	Filed	25	85858551	
JUICY SPORT	United States	Juicy Couture, Inc.	Filed	18	85858550	
JUICY SPORT	United States	Juicy Couture, Inc.	Filed	9	85858548	
LOVE G&P	United States	Juicy Couture, Inc.	Registered	3,9,14,18,25	78680187	3720092
MISS JUICY	United States	Juicy Couture, Inc.	Filed	25	85282097	
PEACE LOVE & JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	3	85016984	4074752
POSH POOCH SET	United States	Juicy Couture, Inc.	Filed	3	77146029	
SAME OLD CHIC	United States	Juicy Couture, Inc.	Registered	18	77925839	4222257
Scotty Dog Crest Logo	United States	Juicy Couture, Inc.	Filed	35	85102004	
Scotty Dog Crest Logo	United States	Juicy Couture, Inc.	Filed	16	85101983	
Scotty Dog Crest Logo	United States	Juicy Couture, Inc.	Filed	9	85101964	
Scotty Dog Crest	United	Juicy	Filed	18	85101938	

Logo	States	Couture, Inc.				
Scotty Dog Crest Logo	United States	Juicy Couture, Inc.	Filed	14	85101925	
Scotty Dog Logo	United States	Juicy Couture, Inc.	Registered	25	78418542	3066756
Scotty Dog Logo	United States	Juicy Couture, Inc.	Registered	14,18	78515407	3395794
SMELLS LIKE COUTURE	United States	Juicy Couture, Inc.	Registered	3	78786416	3451056
SMELLS LIKE COUTURE	United States	Juicy Couture, Inc.	Registered	25	77885332	3818073
SMELLS LIKE COUTURE	United States	Juicy Couture, Inc.	Registered	9	77888830	3818217
SPORT JUICY COUTURE & Design	United States	Juicy Couture, Inc.	Filed	3,9,14,18,25	85932550	
JUICY COUTURE SPORT logo	United States	Juicy Couture, Inc.	Filed	3,9,14,18,25	85932566	
VIVA LA JUICY	United States	Juicy Couture, Inc.	Registered	3	77426195	4128970