

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
YSL BEAUTE		11/13/2013	societe par actions simpliffee (sas): FRANCE
RECEIVING PARTY DATA			
Name:	Stella McCartney Limited		
Street Address:	3 Olaf Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W11 4BE		
Entity Type:	Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4176560	THE PRINT COLLECTION	
CORRESPONDENCE DATA			
Fax Number:	2128135901		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2128135900		
Email:	assignments@fzlz.com		
Correspondent Name:	LAWRENCE E. APOLZON		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

CH \$40.00 4176560

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Lawrence E. Apolzon

Signature:

/anca nicolescu/

Date:

12/03/2013

Total Attachments: 1

source=Executed assignment to Stella McCartney Limited (F1354295x96B9E)#page1.tif

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WHEREAS, YSL BEAUTE, a société par actions simplifiée (sas) organized and existing under the laws of France, located at 29-34, boulevard du Parc, Neuilly Sur Seine Cedex 92521, France ("Assignor"), is the owner of the following trademark that is registered in the United States Patent and Trademark Office for "perfumes" in Class 3 as follows (hereinafter, the "Trademark");

TRADEMARK	REGISTRATION NO.
THE PRINT COLLECTION	4,176,560

and WHEREAS, Stella McCartney Limited, a limited company organized and existing under the laws of United Kingdom, located at 3 Olaf Street, London, W11 4BE England ("Assignee"), is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, including the goodwill of the perfumes business in respect of which the Trademark is used and the above identification registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

YSL BEAUTE

By:  _____

Name: José MONTEIRO

Title: Intellectual Property and Trade Marks Director

Date of Signature: November 13, 2013

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