

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
Lucky Brand Dungarees, Inc.		02/03/2014	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Lucky Brand Dungarees, LLC
Street Address:	540 S Santa Fe Avenue
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90013
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 74

Property Type	Number	Word Mark
Registration Number:	4113761	181
Registration Number:	3865742	221
Registration Number:	4042168	329
Registration Number:	4180582	367
Registration Number:	3901798	455
Registration Number:	3901799	487
Registration Number:	2129881	
Registration Number:	2113726	
Registration Number:	2400358	
Registration Number:	3693776	
Registration Number:	4370902	
Registration Number:	3494965	DENIM HIGHWAY
Registration Number:	3522929	
Registration Number:	3418018	LOVE NOTE

CH \$1865.00 4113761

Registration Number:	2050091	
Registration Number:	3417110	LUCKY
Registration Number:	3517270	LUCKY
Registration Number:	3104220	LUCKY BRAND
Registration Number:	2795162	LUCKY BRAND
Registration Number:	2655004	LUCKY BRAND
Registration Number:	2725491	LUCKY BRAND
Registration Number:	1646123	LUCKY BRAND
Registration Number:	2756608	LUCKY BRAND
Registration Number:	3407935	LUCKY BRAND
Registration Number:	3699407	LUCKY BRAND
Registration Number:	3506278	LUCKY BRAND
Registration Number:	3998150	LUCKY BRAND
Registration Number:	3981713	LUCKY BRAND
Registration Number:	2686829	LUCKY BRAND DUNGAREES
Registration Number:	2158107	LUCKY BRAND DUNGAREES OF AMERICA TOO TOU
Registration Number:	3041039	LUCKY BRAND JEANS
Registration Number:	3483612	
Registration Number:	3500183	LUCKY KID
Registration Number:	3387018	LUCKY KID
Registration Number:	3775279	LUCKY LEGEND
Registration Number:	4301800	LUCKY LEGEND
Registration Number:	2469997	LUCKY ME
Registration Number:	3265128	LUCKY NUMBER 6 LUCKY
Registration Number:	3662935	LUCKY SILVER
Registration Number:	2306342	LUCKY YOU
Registration Number:	1739962	LUCKY YOU
Registration Number:	1886118	LUCKY YOU
Registration Number:	2583368	LUCKY YOU LUCKY BRAND
Registration Number:	2724936	LUCKY YOU LUCKY BRAND
Registration Number:	3628597	
Registration Number:	3051792	RN#80318
Registration Number:	2271432	THE LUCKY BRAND FOUNDATION MAKING A DIFF
Registration Number:	3301264	YOUR NEIGHBORHOOD JEAN STORE
Registration Number:	3378468	LUCKY GIRLS

	3379267	LUCKY HOUND
Serial Number:	85694189	
Serial Number:	85694185	
Serial Number:	86096771	DENIM DECADES BY LUCKY BRAND
Serial Number:	85717079	FROM THE CITY TO THE OCEAN
Serial Number:	85299040	LUCKY BABY
Serial Number:	85635127	LUCKY BRAND
Serial Number:	85682472	LUCKY BRAND
Serial Number:	78923501	LUCKY KID
Serial Number:	85171610	LUCKY LEGEND
Serial Number:	85171549	LUCKY LEGEND
Serial Number:	85171671	LUCKY LEGEND
Serial Number:	85174108	LUCKY LEGEND
Serial Number:	85474385	LUCKY LOTUS BY LUCKY BRAND
Serial Number:	85474195	LUCKY LOTUS BY LUCKY BRAND
Serial Number:	85369375	LUCKY BRAND LIVING LUCKY
Serial Number:	85622975	RED CLOVER
Serial Number:	85622981	RED CLOVER
Serial Number:	85622986	RED CLOVER
Serial Number:	85622989	RED CLOVER BY LUCKY BRAND
Serial Number:	85623000	RED CLOVER BY LUCKY BRAND
Serial Number:	85623002	RED CLOVER BY LUCKY BRAND
Serial Number:	85270362	CALIFORNIA DREAMIN'
Serial Number:	85539755	HOLLYHOCK BY LUCKY BRAND
Serial Number:	85539760	HOLLYHOCK BY LUCKY BRAND

CORRESPONDENCE DATA

Fax Number: 2127514864
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 212-906-1200
Email: angela.amaru@lw.com
Correspondent Name: Latham & Watkins LLP c/o Angela M. Amaru
Address Line 1: 885 Third Avenue
Address Line 2: Suite 1000
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER: 034810-0214

	Angela M. Amaru
Signature:	/s/ Angela M. Amaru
Date:	02/06/2014
Total Attachments: 8 source=Lucky Brand Cert of Conversion-Nmae Change to Lucky Brand Dungaress, LLC cm-034810-0214#page1.tif source=Lucky Brand Cert of Conversion-Nmae Change to Lucky Brand Dungaress, LLC cm-034810-0214#page2.tif source=Lucky Brand Cert of Conversion-Nmae Change to Lucky Brand Dungaress, LLC cm-034810-0214#page3.tif source=Lucky Brand Cert of Conversion-Nmae Change to Lucky Brand Dungaress, LLC cm-034810-0214#page4.tif source=Lucky Brand Cert of Conversion-Nmae Change to Lucky Brand Dungaress, LLC cm-034810-0214#page5.tif source=Lucky Brand Cert of Conversion-Nmae Change to Lucky Brand Dungaress, LLC cm-034810-0214#page6.tif source=Lucky Brand Cert of Conversion-Nmae Change to Lucky Brand Dungaress, LLC cm-034810-0214#page7.tif source=Lucky Brand Cert of Conversion-Nmae Change to Lucky Brand Dungaress, LLC cm-034810-0214#page8.tif	

Delaware

PAGE 1

The First State

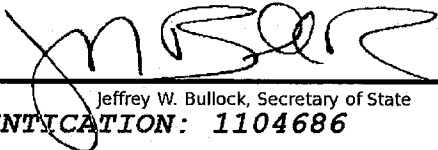
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "LUCKY BRAND DUNGAREES, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "LUCKY BRAND DUNGAREES, INC." TO "LUCKY BRAND DUNGAREES, LLC", FILED IN THIS OFFICE ON THE THIRD DAY OF FEBRUARY, A.D. 2014, AT 10:35 O'CLOCK A.M.

3053492 8100V

140122414

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1104686

DATE: 02-03-14

TRADEMARK
REEL: 005210 FRAME: 0456

**STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A LIMITED LIABILITY COMPANY
PURSUANT TO SECTION 266 OF THE DELAWARE GENERAL
CORPORATION LAW ("DGCL") AND SECTION 18-214 OF THE
LIMITED LIABILITY COMPANY ACT ("DLLCA")**

- 1.) The jurisdiction where the Corporation first formed is Delaware.
- 2.) The jurisdiction of the Corporation immediately prior to filing this Certificate is Delaware.
- 3.) The date the Corporation first formed is June 8, 1999.
- 4.) The name of the Corporation immediately prior to filing this Certificate is Lucky Brand Dungarees, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is Lucky Brand Dungarees, LLC, a Delaware limited liability company.
- 6.) This Certificate of Conversion has been approved in accordance with the provisions of Section 266 of the DGCL and Section 18-214 of the DLLCA.

IN WITNESS WHEREOF, the undersigned has executed this Certificate on the 3rd day of February, 2014.

By: /s/ Marie-Joe Abi-Nassif
Name: Marie-Joe Abi-Nassif
Title: Authorized Person

Delaware

PAGE 2

The First State

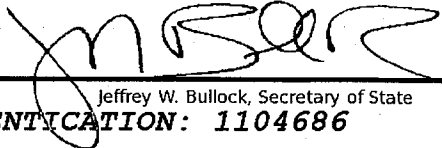
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "LUCKY BRAND DUNGAREES, LLC" FILED IN THIS OFFICE ON THE THIRD DAY OF FEBRUARY, A.D. 2014, AT 10:35 O'CLOCK A.M.



3053492 8100V

140122414

You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1104686

DATE: 02-03-14

TRADEMARK
REEL: 005210 FRAME: 0458

CERTIFICATE OF FORMATION
OF
LUCKY BRAND DUNGAREES, LLC

This Certificate of Formation of Lucky Brand Dungarees, LLC (the "LLC"), dated as of February 3, 2014 is being duly executed and filed by Marie-Joe Abi-Nassif, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act (6 Del. C. §18-101, et.seq.).

FIRST: The name of the limited liability company formed hereby is Lucky Brand Dungarees, LLC.

SECOND: The address of the registered office of the LLC in the State of Delaware is c/o Corporation Trust Company, 1209 Orange Street, Wilmington, County of New Castle, State of Delaware 19808.

THIRD: The name and address of the registered agent for service of process on the LLC in the State of Delaware is Corporation Trust Company, 1209 Orange Street, Wilmington, County of New Castle, State of Delaware 19808.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of the date first above written.

/s/ Marie-Joe Abi-Nassif

Marie-Joe Abi-Nassif
Authorized Person

Schedule to Delaware Certificate of Conversion and Name Change
Of
Lucky Brand Dungarees, Inc.
To
Lucky Brand Dungarees, LLC

TRADEMARKS:

	Mark Name	Country	Current Owner	Status	Class Number	Appl. No	Reg No
1.	181	United States	Lucky Brand Dungarees, Inc.	Registered	25	85099196	4112761
2.	221	United States	Lucky Brand Dungarees, Inc.	Registered	25	77872207	3865742
3.	329	United States	Lucky Brand Dungarees, Inc.	Registered	25	85293159	4042168
4.	367	United States	Lucky Brand Dungarees, Inc.	Registered	25	85322048	4180582
5.	455	United States	Lucky Brand Dungarees, Inc.	Registered	25	77874607	3901798
6.	487	United States	Lucky Brand Dungarees, Inc.	Registered	25	77874614	3901799
7.	Clover (Pocket Interior) Logo Design Only	United States	Lucky Brand Dungarees, Inc.	Registered	25	75117852	2129881
8.	Clover (Zipper Pull) Logo Design Only	United States	Lucky Brand Dungarees, Inc.	Registered	25	75137075	2113726
9.	Clover Leaf logo (new) Design Only	United States	Lucky Brand Dungarees, Inc.	Filed	9	85694189	
10.	Clover Logo Design Only	United States	Lucky Brand Dungarees, Inc.	Registered	25	75117085	2400358
11.	Clover Logo Design Only	United States	Lucky Brand Dungarees, Inc.	Registered	14	77517182	3693776
12.	Clover logo Design Only	United States	Lucky Brand Dungarees, Inc.	Registered	14	85639590	4370902
13.	Clover logo Design Only	United States	Lucky Brand Dungarees, Inc.	Filed	18	85694185	
14.	DENIM DECADES BY LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Filed	25	86096771	
15.	DENIM HIGHWAY	United States	Lucky Brand Dungarees, Inc.	Registered	35	77257836	3494965
16.	FROM THE CITY TO THE OCEAN	United States	Lucky Brand Dungarees, Inc.	Filed	25	85717079	
17.	Lola Pocket Design Only	United States	Lucky Brand Dungarees, Inc.	Registered	25	77536894	3522929
18.	LOVE NOTE	United States	Lucky Brand Dungarees, Inc.	Registered	35	77257899	3418018

19.	LUCK YOU Fly Label Design Only	United States	Lucky Brand Dungarees, Inc.	Registered	25	74384234	2050091
20.	LUCKY	United States	Lucky Brand Dungarees, Inc.	Registered	25	77153076	3417110
21.	LUCKY and Yin Yang Heart Design	United States	Lucky Brand Dungarees, Inc.	Registered	25	77151902	3517270
22.	LUCKY BABY	United States	Lucky Brand Dungarees, Inc.	Filed	25	85299040	
23.	LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Registered	25	75924261	3104220
24.	LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Registered	25	75852779	2795162
25.	LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Registered	35	76282385	2655004
26.	LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Registered	25	76304138	2725491
27.	LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Registered	25	74082798	1646123
28.	LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Registered	9	75977217	2756608
29.	LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Registered	14	77068530	3407935
30.	LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Registered	25	77182493	3699407
31.	LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Registered	14	77299071	3506278
32.	LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Registered	18	85213150	3998150
33.	LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Registered	25	85228321	3981713
34.	LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Filed	9	85635127	
35.	LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Filed	24	85682472	
36.	LUCKY BRAND DUNGAREES	United States	Lucky Brand Dungarees, Inc.	Registered	35	75030041	2686829
37.	LUCKY BRAND DUNGAREES OF AMERICA TOO TOUGH TO DIE & DESIGN	United States	Lucky Brand Dungarees, Inc.	Registered	25	75118448	2158107
38.	LUCKY BRAND JEANS	United States	Lucky Brand Dungarees, Inc.	Registered	35	78513557	3041039
39.	LUCKY Fortune Cookie Design Only	United States	Lucky Brand Dungarees, Inc.	Registered	25	77254756	3483612
40.	LUCKY KID	United States	Lucky Brand Dungarees, Inc.	Registered	35	78833361	3500183
41.	LUCKY KID	United States	Lucky Brand Dungarees, Inc.	Filed	18	78923501	
42.	LUCKY KID	United States	Lucky Brand Dungarees, Inc.	Registered	25	78979507	3387018

43.	LUCKY LEGEND	United States	Lucky Brand Dungarees, Inc.	Registered	25	77372213	3775279
44.	LUCKY LEGEND	United States	Lucky Brand Dungarees, Inc.	Filed	18	85171610	
45.	LUCKY LEGEND	United States	Lucky Brand Dungarees, Inc.	Filed	14	85171549	
46.	LUCKY LEGEND	United States	Lucky Brand Dungarees, Inc.	Filed	9	85171671	
47.	LUCKY LEGEND	United States	Lucky Brand Dungarees, Inc.	Registered	35	85171753	4301800
48.	LUCKY LEGEND	United States	Lucky Brand Dungarees, Inc.	Filed	3	85174108	
49.	LUCKY LOTUS BY LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Filed	18	85474385	
50.	LUCKY LOTUS BY LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Filed	25	85474195	
51.	LUCKY ME	United States	Lucky Brand Dungarees, Inc.	Registered	25	75450495	2469997
52.	LUCKY NUMBER 6 LUCKY LYO & Design	United States	Lucky Brand Dungarees, Inc.	Registered	3	78972420	3265128
53.	LUCKY SILVER	United States	Lucky Brand Dungarees, Inc.	Registered	14	77572114	3662935
54.	LUCKY YOU	United States	Lucky Brand Dungarees, Inc.	Registered	25	75117086	2306342
55.	LUCKY YOU	United States	Lucky Brand Dungarees, Inc.	Registered	25	74267253	1739962
56.	LUCKY YOU & Fly Label Design	United States	Lucky Brand Dungarees, Inc.	Registered	25	74384152	1886118
57.	LUCKY YOU LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Registered	3	76046470	2583368
58.	LUCKY YOU LUCKY BRAND & Design	United States	Lucky Brand Dungarees, Inc.	Registered	3	76084522	2724936
59.	Peace Sign Logo Design Only	United States	Lucky Brand Dungarees, Inc.	Registered	14	77517769	3628597
60.	RN#80318	United States	Lucky Brand Dungarees, Inc.	Registered	25	78976550	3051792
61.	THE LUCKY BRAND FOUNDATION MAKING DIFFERENCE NOW & DESIGN	United States	Lucky Brand Dungarees, Inc.	Registered	36.	75340734	2271432
62.	YOUR NEIGHBORHOOD JEAN STORE	United States	Lucky Brand Dungarees, Inc.	Registered	35	77081130	3301264
63.	LUCKY BRAND LIVING LUCKY & Design	United States	Lucky Brand Dungarees, Inc.	Filed	3	85369375	
64.	LUCKY GIRLS	United States	Lucky Brand Dungarees, Inc.	Registered	18	78251335	3378468

65.	LUCKY HOUND	United States	Lucky Brand Dungarees, Inc.	Registered	18	77975131	3379267
66.	RED CLOVER	United States	Lucky Brand Dungarees, Inc.	Filed	25	85622975	
67.	RED CLOVER	United States	Lucky Brand Dungarees, Inc.	Filed	18	85622981	
68.	RED CLOVER	United States	Lucky Brand Dungarees, Inc.	Filed	14	85622986	
69.	RED CLOVER BY LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Filed	14	85622989	
70.	RED CLOVER BY LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Filed	18	85623000	
71.	RED CLOVER BY LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Filed	25	85623002	
72.	CALIFORNIA DREAMIN'	United States	Lucky Brand Dungarees, Inc.	Filed	25	85270362	
73.	HOLLYHOCK BY LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Filed	25	85539755	
74.	HOLLYHOCK BY LUCKY BRAND	United States	Lucky Brand Dungarees, Inc.	Filed	18	85539760	