

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM310002

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MLA Multibrand Holdings, Inc.		01/02/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MLA Multibrand Holdings, LLC		
<b>Street Address:</b>	1209 Orange Street		
<b>City:</b>	Wilmington		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19801		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 16</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3410475	LOLA	
<b>Registration Number:</b>	3399602	LOLA	
<b>Serial Number:</b>	85234590	AZRIA	
<b>Serial Number:</b>	85234627	AZRIA	
<b>Serial Number:</b>	85234564	AZRIA	
<b>Serial Number:</b>	85234517	AZRIA	
<b>Serial Number:</b>	85234541	AZRIA	
<b>Serial Number:</b>	85234663	AZRIA	
<b>Registration Number:</b>	1301774	LOLA	
<b>Registration Number:</b>	3829652	BCBGENERATION	
<b>Registration Number:</b>	3833071	BCBGENERATION	
<b>Registration Number:</b>	4338006	BCBGMAXAZRIA BON CHIC	
<b>Registration Number:</b>	4104913	THE DAILY CHIC	
<b>Registration Number:</b>	4104915	THE CHIC SET	
<b>Serial Number:</b>	85371593	BCBGENERATION	
<b>Registration Number:</b>	4285122	BON CHIC	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4153939887		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
<b>TRADEMARK</b>			

CH \$415.00 3410475

*using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

**Phone:** 4159540200  
**Email:** trademark@squirepb.com  
**Correspondent Name:** Philip R. Zender, Esq.  
**Address Line 1:** 275 Battery Street, Suite 2600  
**Address Line 4:** San Francisco, CALIFORNIA 94111

<b>ATTORNEY DOCKET NUMBER:</b>	041130.1073
<b>NAME OF SUBMITTER:</b>	Philip R. Zender, Esq.
<b>SIGNATURE:</b>	/Philip R. Zender/
<b>DATE SIGNED:</b>	07/08/2014

**Total Attachments: 4**

source=Certificate of Formation and Certificate of Conversion#page1.tif  
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source=Certificate of Formation and Certificate of Conversion#page3.tif  
source=Certificate of Formation and Certificate of Conversion#page4.tif

# Delaware

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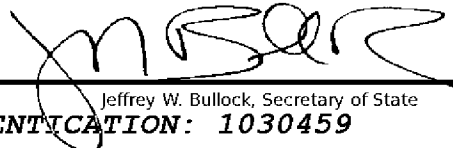
*The First State*

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 "MLA MULTIBRAND HOLDINGS, LLC" FILED IN THIS OFFICE ON THE SECOND DAY OF JANUARY, A.D. 2014, AT 3:32 O'CLOCK P.M.

3883265 8100V

140003238



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 1030459

DATE: 01-06-14

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

TRADEMARK  
REEL: 005318 FRAME: 0592

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 03:32 PM 01/02/2014  
FILED 03:32 PM 01/02/2014  
SRV 140003238 - 3883265 FILE

**CERTIFICATE OF FORMATION**  
**OF**  
**MLA MULTIBRAND HOLDINGS, LLC**

1. The name of the limited liability company is MLA Multibrand Holdings, LLC.
2. The address of its registered office in the State of Delaware is 1209 Orange Street, City of Wilmington, County of New Castle, Delaware 19801. The name of its registered agent at such address is The Corporation Trust Company.

**IN WITNESS WHEREOF**, the undersigned has executed this Certificate of Formation this 2<sup>nd</sup> day of January, 2014.

By: 

Name: Max Azria

Title: Authorized Person

# Delaware

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*The First State*

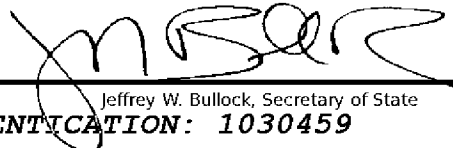
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "MLA MULTIBRAND HOLDINGS, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "MLA MULTIBRAND HOLDINGS, INC." TO "MLA MULTIBRAND HOLDINGS, LLC", FILED IN THIS OFFICE ON THE SECOND DAY OF JANUARY, A.D. 2014, AT 3:32 O'CLOCK P.M.

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Division of Corporations  
Delivered 03:32 PM 01/02/2014  
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**CERTIFICATE OF CONVERSION  
FROM CORPORATION  
TO LIMITED LIABILITY COMPANY**

Pursuant to Sections 18-204 and 18-214 of the  
Delaware Limited Liability Company Act  
and Section 266 of the  
General Corporation Law of the State of Delaware

1. The name of the corporation immediately prior to the filing of this Certificate of Conversion is MLA Multibrand Holdings, Inc.
2. The corporation was originally incorporated on the 29th day of November, 2004 under the laws of the State of Delaware.
3. The name of the limited liability company into which the corporation shall be converted, as set forth in its Certificate of Formation, is MLA Multibrand Holdings, LLC.
4. The Conversion has been approved in accordance with the provisions of Section 266 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this Certificate of Conversion to be executed in its name this 2<sup>nd</sup> day of January, 2014.

MLA MULTIBRAND HOLDINGS, INC.

By: \_\_\_\_\_

Name: Max Azria

Title: Chief Executive Officer