

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM382512

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|---|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Bob Mackie Design Group, Ltd. | | 03/15/2016 | Corporation: NEW YORK |
| RECEIVING PARTY DATA | | | |
| Name: | Televisa S.A. de C.V. | | |
| Street Address: | Avenida Vasco de Quiroga 2000 | | |
| City: | Sante Fe | | |
| State/Country: | MEXICO | | |
| Postal Code: | 01210 | | |
| Entity Type: | Corporation: MEXICO | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86873547 | NOVELA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2029555564 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 2029553000 | | |
| Email: | paul.kilmer@hklaw.com | | |
| Correspondent Name: | Paul Kilmer | | |
| Address Line 1: | 800 17th Street, NW | | |
| Address Line 2: | Suite 1100 | | |
| Address Line 4: | Washington, D.C. 20006 | | |
| ATTORNEY DOCKET NUMBER: | 119594.00625 | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Paul Kilmer and HOLLAND & KNIGHT LLP | | |
| Address Line 1: | 800 17th Street, NW | | |
| Address Line 2: | Suite 1100 | | |
| Address Line 4: | Washington, D.C. 20006 | | |
| NAME OF SUBMITTER: | Paul F Kilmer | | |
| SIGNATURE: | /Paul Kilmer/ | | |

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|---|------------|
| DATE SIGNED: | 04/29/2016 |
| Total Attachments: 1 source=Contrato Bob Mackie#page1.tif | |

ASSIGNMENT OF TRADEMARK

WHEREAS, Bob Mackie Design Group, Ltd., a New York corporation with an address of Suite 539, 230 Park Avenue, New York, New York 10169 (hereinafter "Assignor") wishes to assign to Televisa, S.A. de C.V., a corporation of Mexico with an address of Avenida Vasco de Quiroga 2000, Santa Fe, Mexico 01210 (hereinafter "Assignee") all right, title and interest in and to the trademark NOVELA for "Fragrances and perfumes, cosmetics, skin and hair care" and the U.S. federal trademark application therefor, namely, U.S. Patent and Trademark Office application Serial No. 86873547 (hereinafter collectively "Mark and Trademark Application"), along with the goodwill associated therewith, including that portion of the goodwill and ongoing and existing business of the Assignor associated therewith.

NOW, THEREFORE, for the sum and value of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged and confessed, the Assignor hereby sells, assigns, transfers and sets over unto the Assignee, without reservation, the entire right, title and interest in and to the Mark and Trademark Application, together with that portion of the goodwill and ongoing and existing business of the Assignor associated therewith, and with the right to sue and recover for past infringements of the Mark and Trademark Application. This agreement shall be effective as of the date of signature by Assignor set forth below.

Bob Mackie Design Group, Ltd.

Accepted by:
Televisa, S.A. de C.V.

Marc Schwartz
(Signature)

[Signature]
(Signature)

Marc Schwartz
(Printed Name)

Azuena Dominguez Cobian
(Printed Name)

Chief Operating Officer
(Title)

Attorney-in-fact
(Title)

3-15-16
(Date)

April 11, 2016
(Date)

(Signature)

[Signature]
(Signature)

(Printed Name)

Joaquin Balcarcel Santa Cruz
(Printed Name)

(Title)

Attorney in fact
(Title)

(Date)

April 28, 2016
(Date)



TRADEMARK