

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM397211

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER AND CHANGE OF NAME		
EFFECTIVE DATE:	12/31/2010		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sugartown Worldwide, Inc.		12/31/2010	Corporation: PENNSYLVANIA
NEWLY MERGED ENTITY DATA			
Name	Execution Date	Entity Type	
Sugartown Worldwide LLC	12/31/2010	Limited Liability Company: DELAWARE	
MERGED ENTITY'S NEW NAME (RECEIVING PARTY)			
Name:	Sugartown Worldwide LLC		
Street Address:	999 Peachtree Street, N.E., Suite 688		
Internal Address:	c/o Oxford Industries, Inc.		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30309		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1157374	LILLY PULITZER	
CORRESPONDENCE DATA			
Fax Number:	4045725135		
<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:	404-572-3493		
Email:	kosborne@kslaw.com		
Correspondent Name:	Karen Osborne, Senior Paralegal		
Address Line 1:	1180 Peachtree Street, N.E.		
Address Line 2:	King & Spalding LLP		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	40500.040001		
NAME OF SUBMITTER:	Karen Osborne		
SIGNATURE:	//Karen Osborne//		

CH \$40.00 1157374

DATE SIGNED:	09/01/2016
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Total Attachments: 4

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Name Change of Sugartown Worldwide, Inc.

To

Sugartown Worldwide LLC

The Certificate of Merger attached hereto, which merges Sugartown Worldwide, Inc., a Pennsylvania corporation with and into Sugartown Worldwide LLC, a Delaware limited liability company, filed with the Delaware Secretary of State on December 30, 2010 and effective on December 31, 2010, is filed to clarify the record with respect to, but not limited to, the following registered trademark:

TRADEMARK	OWNER	REGISTRATION NO.	REGISTRATION DATE
LILLY PULITZER	Sugartown Worldwide LLC (formerly Sugartown Worldwide, Inc.)	1157374	June 9, 1981

Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"SUGARTOWN WORLDWIDE, INC.", A PENNSYLVANIA CORPORATION, WITH AND INTO "SUGARTOWN WORLDWIDE LLC" UNDER THE NAME OF "SUGARTOWN WORLDWIDE LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE THIRTIETH DAY OF DECEMBER, A.D. 2010, AT 11:32 O'CLOCK A.M.

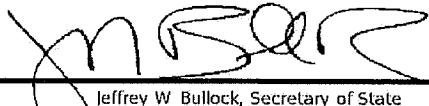
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2010, AT 11:59 O'CLOCK P.M.

4917617 8100M

101248527

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8461168

DATE: 12-30-10

TRADEMARK
REEL: 005869 FRAME: 0033

CERTIFICATE OF MERGER

OF

**SUGARTOWN WORLDWIDE, INC.
A PENNSYLVANIA CORPORATION**

WITH AND INTO

**SUGARTOWN WORLDWIDE LLC
A DELAWARE LIMITED LIABILITY COMPANY**

**(UNDER SECTION 18-209 OF THE
DELAWARE LIMITED LIABILITY COMPANY ACT)**

1. The name and state of formation of each of the constituent parties are:
 - a. Sugartown Worldwide, Inc., a Pennsylvania Corporation (the "Corporation"); and
 - b. Sugartown Worldwide LLC, a Delaware limited liability company (the Limited Liability Company").
2. An Agreement and Plan of Merger (the "Merger Agreement") has been approved, adopted, certified, executed and acknowledged by the Corporation and the Limited Liability Company.
3. The name of the surviving company is Sugartown Worldwide LLC (the "Surviving Company"). The Surviving Company is a Delaware limited liability company.
4. The executed Merger Agreement pursuant to which the Merger is being consummated is on file at the principal place of business of the Surviving Company. The address of the principal place of business of the Surviving Company is 222 Piedmont Avenue, Atlanta, GA 30308.
5. A copy of the Merger Agreement will be furnished by the Surviving Company, on request and without cost, to any member of the Surviving Company or any person holding an interest in the Merging Company.
6. This Certificate of Merger shall be effective at 11:59 P.M. Eastern Standard Time on December 31, 2010.

IN WITNESS WHEREOF, the undersigned limited liability company has executed and delivered this Certificate of Merger as of December 30, 2010.

SUGARTOWN WORLDWIDE LLC,
a Delaware limited liability company

By: Oxford Industries, Inc.,
a Georgia corporation,
its sole and managing member

By: J. Hicks Lanier
Name: J. Hicks Lanier
Title: Chairman and Chief Executive Officer

ATL_IMAGE-7683030.1