

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM438433

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
DVF Studio, LLC		08/07/2017	Limited Liability Company: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Rosenthal & Rosenthal, Inc.
<b>Street Address:</b>	1370 Broadway
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10018
<b>Entity Type:</b>	Corporation: NEW YORK

## PROPERTY NUMBERS Total: 33

Property Type	Number	Word Mark
Registration Number:	4112735	DIANE DIANE VON FURSTENBERG
Registration Number:	4084881	DIANE
Registration Number:	4186400	DIANE
Registration Number:	2815344	DIANE VON FURSTENBERG
Registration Number:	4747190	DIANE VON FURSTENBERG
Registration Number:	3778629	DIANE VON FURSTENBERG
Registration Number:	2877401	DIANE VON FURSTENBERG
Registration Number:	3778687	DIANE VON FURSTENBERG
Registration Number:	4230222	DIANE VON FURSTENBERG
Registration Number:	3216366	DIANE VON FURSTENBERG
Registration Number:	3778630	DIANE VON FURSTENBERG
Registration Number:	3778688	DIANE VON FURSTENBERG
Registration Number:	4042362	DIANE VON FURSTENBERG
Registration Number:	3781750	DIANE VON FURSTENBERG
Registration Number:	2276188	DIANE VON FURSTENBERG
Registration Number:	4218017	DIANE VON FURSTENBERG
Registration Number:	4125766	DIANE VON FURSTENBERG
Registration Number:	4080354	DVF
Serial Number:	87023111	DVF

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3778628	DVF
Registration Number:	4738719	DVF
Registration Number:	3636390	DVF
Registration Number:	1513514	DVF
Registration Number:	3719338	DVF
Registration Number:	4042343	DVF
Registration Number:	3723115	DVF
Registration Number:	3719339	DVF
Registration Number:	4125765	DVF
Serial Number:	87374537	DVF
Serial Number:	87023117	DVF
Serial Number:	86896352	DVF SUN
Registration Number:	1081801	FEEL LIKE A WOMAN, WEAR A DRESS!
Registration Number:	3790637	STUDIO BY DIANE VON FURSTENBERG

**CORRESPONDENCE DATA**

Fax Number: 2024083141

*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.*

Phone: 2024083141

Email: jean.paterson@cscglobal.com

Correspondent Name: CSC

Address Line 1: 1090 Vermont Avenue, NW

Address Line 4: Washington, D.C. 20005

<b>ATTORNEY DOCKET NUMBER:</b>	759408
<b>NAME OF SUBMITTER:</b>	Jean Paterson
<b>SIGNATURE:</b>	/jep/
<b>DATE SIGNED:</b>	08/08/2017

**Total Attachments: 4**

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**COLLATERAL ASSIGNMENT OF TRADEMARKS**  
**[FOR FILING WITH THE US PATENT AND TRADEMARK OFFICE]**

WHEREAS, DVF Studio, LLC, a limited liability company formed under the laws of Delaware located at 444 West 14<sup>th</sup> Street, New York, NY 10014 (the "Company"), has adopted, used and is using or intends to use the marks annexed hereto as Schedule A (the "Marks"), and

WHEREAS, the Company is obligated to Rosenthal & Rosenthal, Inc. (the "Factor") located at 1370 Broadway, New York, New York 10018, pursuant to a Deferred Purchase Agreement dated December 5, 2014, as amended and/or supplemented (the "Deferred Purchase Agreement"); and

WHEREAS, as a condition of the Company's right to obtain financing under the Deferred Purchase Agreement, the Company is obligated to grant to the Factor a security interest in the Marks, together with the good will of the business symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Company does hereby grant to the Factor a security interest in and to the Marks, together with the good will of the business symbolized by the Marks, which security interest shall secure all the Obligations as defined in the Deferred Purchase Agreement and in accordance with the terms and provisions thereof.

The Company expressly acknowledges and affirms that the rights and remedies of the Factor, and the various obligations of the Factor and conditions precedent to its exercise of any of such rights and remedies, with respect to the security interest granted hereby are more fully set forth in the Deferred Purchase Agreement.

Dated: August 7, 2017

DVF STUDIO, LLC

By: *Carla N. Gallelli*  
Name: Carla N. Gallelli  
Title: Chief Financial Officer

State of New York)  
County of New York), ss:

On the 7<sup>th</sup> day of August, in the year 2017, before me, the undersigned, personally appeared Carla N. Gallelli, personally known to me or proved to me on the basis of satisfactory evidence to the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity (ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

*Victor Padro*

(Signature and Office of Individual taking acknowledgment)  
[NOTARY STAMP]

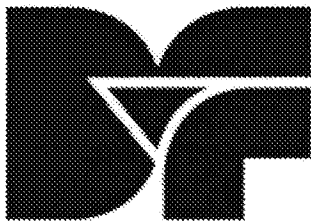

**VICTOR PADRO**  
Notary Public State of New York  
No. 01PA6128179  
Qualified in Westchester County  
Commission Expires July 16, 2021

*CS*

Schedule A  
DVF Studios, LLC Portfolio of Active U.S. Federal Marks  
(As of 7/17/2017)

Mark Name	Class(es)	Application No	Filing Date	Registration No	Registration Date
DIANE DIANE VON FURSTENBERG and Design 	25	85/181308	11/19/2010	4112735	05/13/2012
DIANE (Stylized) 	3	85/164984	10/29/2010	4084881	1/10/2012
DIANE (Stylized) 	3	85/499022	12/19/2011	4186400	8/7/2012
DIANE VON FURSTENBERG	3, 18	76/169721	11/22/2000	2815344	02/17/2004
DIANE VON FURSTENBERG	9	86/406952	09/26/2014	4747190	06/02/2015
DIANE VON FURSTENBERG	9	77/369338	01/11/2008	3778629	04/20/2010
DIANE VON FURSTENBERG	9, 14	78/259240	06/06/2003	2877401	08/24/2004
DIANE VON FURSTENBERG	14	77/422635	03/14/2008	3778687	04/20/2010
DIANE VON FURSTENBERG	16	77/369346	01/11/2008	4230222	10/23/2012
DIANE VON FURSTENBERG	16	78/537886	12/23/2004	3216366	03/06/2007
DIANE VON FURSTENBERG	18	77/369347	01/11/2008	3778630	04/20/2010

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Mark Name	Class(es)	Application No	Filing Date	Registration No	Registration Date
DIANE VON FURSTENBERG	18	77/422673	03/14/2008	3778688	04/20/2010
DIANE VON FURSTENBERG	24	77/369348	01/11/2008	4042362	10/18/2011
DIANE VON FURSTENBERG	25	77/422676	03/14/2008	3781750	04/27/2010
DIANE VON FURSTENBERG	25	75/574800	10/21/1998	2276188	09/07/1999
DIANE VON FURSTENBERG	35	77/422682	03/14/2008	4218017	10/02/2012
DIANE VON FURSTENBERG	35	77/574907	09/19/2008	4125766	04/10/2012
DVF	3	77/422561	03/14/2008	4080354	01/03/2012
DVF	3	87/023111	05/03/2016		
DVF	9	77/369337	01/11/2008	3778628	04/20/2010
DVF	9	86/406964	09/26/2014	4738719	05/19/2015
DVF	14	77/422569	03/14/2008	3636390	06/09/2009
DVF	14	73/670260	07/06/1987	1513514	11/22/1988
DVF	18	77/422579	03/14/2008	3719338	12/01/2009
DVF	24	77/334458	11/20/2007	4042343	10/18/2011
DVF	25	77/422590	03/14/2008	3723115	12/08/2009
DVF	35	77/422602	03/14/2008	3719339	12/01/2009
DVF	35	77/574618	09/19/2008	4125765	04/10/2012
DVF (Monogram) 	9, 18, 24, 25, 35	87/374537	03/16/2017		
DVF Logo 	3	87/023117	05/03/2016		

*Handwritten initials*

Mark Name	Class(es)	Application No	Filing Date	Registration No	Registration Date
DVF SUN	9, 18, 24, 25	86/896352	02/03/2016		
FEEL LIKE A WOMAN, WEAR A DRESS! (Stylized) <i>Feel like a woman, Wear a dress!</i>	25	73/083406	04/05/1976	1081801	01/10/1978
STUDIO BY DIANE VON FURSTENBERG	18	77/365371	01/07/2008	3790637	05/18/2010

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