

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM445900

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MLA Multibrand Holdings, LLC		08/02/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	BCBG IP Holdings LP		
Street Address:	605 Third Avenue		
Internal Address:	22nd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10158		
Entity Type:	Limited Partnership: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2062875	HERVE LEGER	
Registration Number:	2090637	HERVE LEGER	
CORRESPONDENCE DATA			
Fax Number:	2127446509		
<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:	2124726262		
Email:	arlatifi@tuckerlatifi.com		
Correspondent Name:	Ali R. Latifi		
Address Line 1:	160 East 84th Street		
Address Line 2:	SUITE 5E		
Address Line 4:	New York, NEW YORK 10028		
NAME OF SUBMITTER:	Ali R. Latifi		
SIGNATURE:	/Ali R. Latifi/		
DATE SIGNED:	10/04/2017		
Total Attachments: 2			
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OP \$65.00 2062875

U.S. Trademark Assignment

ASSIGNMENT is effective as of August 2, 2017, by MLA Multibrand Holdings, LLC, a Delaware limited liability company having its principal offices at 1209 Orange Street, Wilmington, Delaware 19801 (“Assignor”)

WHEREAS, Assignor is the owner of and has adopted and is using trademark registration numbers 2,062,875 and 2,090,637 for the mark HERVE LEGER & Design in class 25, and HERVE LEGER in classes 3, 18, 25 identified in the attached hereto (the “Marks”);

WHEREAS, BCBG IP Holdings LP, a Delaware limited partnership having its principal offices at 605 Third Avenue, 22nd Floor, New York, New York 10158 (“Assignee”) composed of Marquee Brands IP GP LLC, a Delaware limited liability company, and Marquee Brands LLC, a Delaware limited liability company, wishes to acquire Assignor’s right, title, and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are used; and,

WHEREAS, Assignor wishes to assign the Marks together with the goodwill of the business in connection with which the Marks are used to Assignee.


NOW, THEREFORE, in consideration of good and valuable consideration received, receipt of which is hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of its right, title and interest in and to the Marks together with the goodwill of the business in connection with which said Marks are used including the subject matter of all claims which may be obtained therefrom for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment had not been made.

Assignor authorizes and requests the Commissioner of Patents and Trademarks to record Assignee as the owner of the entire right, title and interest in and to the Marks, for the sole use and enjoyment of the Assignee, its successors, assigns or other legal representatives.

Assignor warrants and represents that the Marks have not been previously assigned or encumbered in any manner and that it is free and clear of all liens and claims.

Assignor shall further render such other assistance as may be reasonably required by Assignee to record his ownership rights of the Marks in the United States.

IN WITNESS THEREOF, the Assignor has caused this assignment to be signed and executed on the date and year first written above.

By:  _____

Cory M. Baker, Director/Authorized Signatory