TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM446052

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: 52

Property Type	Number	Word Mark
Registration Number:	2162708	BC BG
Registration Number:	2166425	BC BG
Registration Number:	2162709	BC BG MAX AZRIA
Registration Number:	2160919	BC BG MAX AZRIA
Registration Number:	2408974	BCBG
Registration Number:	1939918	BCBG
Registration Number:	2581591	BCBG
Registration Number:	2229364	BCBG
Registration Number:	2362512	BCBG MAX AZRIA
Registration Number:	2581590	BCBG MAX AZRIA
Registration Number:	2229365	BCBG MAX AZRIA
Registration Number:	2229366	BCBG MAX AZRIA
Registration Number:	3701208	BCBG PARIS
Registration Number:	3864833	BCBGENERATION
Registration Number:	3828750	BCBGENERATION
Registration Number:	3828751	BCBGENERATION
Registration Number:	3829652	BCBGENERATION
Registration Number:	3833071	BCBGENERATION

OP $1315.00 2162708

Property Type	Number	Word Mark
Registration Number:	3838323	BCBGENERATION
Serial Number:	87127828	
Serial Number:	87127859	
Serial Number:	87127876	
Serial Number:	87127884	
Serial Number:	87127899	
Serial Number:	87127777	
Serial Number:	87127802	
Serial Number:	87127937	
Serial Number:	87127945	
Serial Number:	87127952	
Serial Number:	87127955	
Serial Number:	87127961	
Serial Number:	87127923	
Serial Number:	87127929	
Registration Number:	2754256	BCBGIRLS
Registration Number:	4338006	BCBGMAXAZRIA BON CHIC
Registration Number:	3409776	BCBGMAXAZRIA RUNWAY
Registration Number:	4285122	BON CHIC
Serial Number:	86634754	BON CHIC BY BCBGMAXAZRIA
Registration Number:	3880467	
Registration Number:	3598249	
Registration Number:	3598250	
Registration Number:	4118869	
Registration Number:	3504130	
Registration Number:	3598246	
Registration Number:	3399602	LOLA
Registration Number:	3410475	LOLA
Registration Number:	3274680	MAX AZRIA
Registration Number:	3577982	MAXAZRIA
Registration Number:	2285116	MAXIME
Registration Number:	1747190	PARALLEL
Registration Number:	4104915	THE CHIC SET
Registration Number:	4104913	THE DAILY CHIC

CORRESPONDENCE DATA

Fax Number: 2124726262

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:	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:	10/05/2017

Total Attachments: 20
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Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-01	**BC BG**	018	handbags, purses, clutches, cosmetic bags and back packs	8/28/1996 75/157,820	6/2/1998 2,162,708	**ROA:** **SOU:**	Registered 6/2/2004 6/2/2004 6/2/2008
BCB-02	**BC BG**	009	sunglasses	8/28/1996 75/157,821	6/16/1998 2,166,425	**ROA:** **SOU:**	Registered 6/16/2004 6/16/2004 6/16/2008
BCB-03	**BC BG MAX AZRIA**	018	handbags, purses, clutches, cosmetic bags and back packs	8/28/1996 75/157,828	6/2/1998 2,162,709	**ROA:** **SOU:**	Registered 6/2/2004 6/2/2004 6/2/2008
BCB-04	**BC BG MAX AZRIA**	025	clothing, namely, jackets, pants, shirts, dresses, T-shirts, headbands, skirts, suits, hats, belts, shoes, boots and slippers	8/28/1996 75/157,838	5/26/1998 2,160,919	**ROA:** **SOU:**	Registered 5/26/2004 5/26/2004 5/26/2008
BCB-05	**BCBG**	014	jewelry and watches	8/28/1996 75/157,819	11/28/2000 2,408,974	**ROA:** **SOU:**	Registered 11/28/2006 11/28/2006 11/28/2010
BCB-06	**BCBG**	025	clothing, namely jackets, pants, shirts, dresses, T-shirts and hats	12/30/1994 74/616,805	12/5/1995 1,939,918	**ROA:** **SOU:**	Registered 12/5/2001 12/5/2001 12/5/2005

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Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-07	**BCBG**	003	Toiletries, namely, perfumes, colognes and eaux de toilette, scented body spay, perfume oils, body lotions, shampoos, hair conditioners, bath oils and salts, bath soaps, bath gels, bubble bath, skin soap, body oil, body powder, skin moisturizers, body and eye cream, and cosmetics, namely, mascaras, lipsticks, lip glosses, cosmetic pencils, eye pencils, eye shadows, eyeliners, eye make up remover, foundation, face powder, blusher, hair gel and hair styling preparations, nail enamel, nail polish, and potpourri	2/12/2001 76/208,759	6/18/2002 2,581,591	**ROA:** **SOU:**	Registered 6/18/2008 6/18/2008 6/18/2012
BCB-08	**BCBG**	035	Retail stores featuring men's and women's clothing, footwear, eyewear, belts, bags, wallets, notebooks, costume jewelry, and accessories	8/28/1996 75/157,823	3/2/1999 2,229,364	**ROA:** **SOU:**	Registered 3/2/2005 3/2/2005 3/2/2009
BCB-09	**BCBG MAX AZRIA**	014	Jewelry and watches	8/28/1996 75/157,827	6/27/2000 2,362,512	**ROA:** **SOU:**	Registered 6/27/2006 6/27/2006 6/27/2010

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Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-10	**BCBG MAX AZRIA**	003	Toiletries, namely, perfumes, colognes and eaux de toilette, scented body spay, perfume oils, body lotions, shampoos, hair conditioners, bath oils and salts, bath soaps, bath gels, bubble bath, skin soap, body oil, body powder, skin moisturizers, body and eye cream, and cosmetics, namely, mascaras, lipsticks, lip glosses, cosmetic pencils, eye pencils, eye shadows, eyeliners, eye make up remover, foundation, face powder, blusher, [hair gel and hair styling preparations,] nail enamel, nail polish, [and potpourri]	2/12/2001 76/208,758	6/18/2002 2,581,590	**ROA:** **SOU:**	Registered 6/18/2008 6/18/2008 6/18/2012
BCB-11	**BCBG MAX AZRIA**	035	retail stores featuring men's and women's clothing, footwear, eyewear, belts, bags, wallets, notebooks, costume jewelry, and accessories	8/28/1996 75/157,824	3/2/1999 2,229,365	**ROA:** **SOU:**	Registered 3/2/2005 3/2/2005 3/2/2009
BCB-12	**BCBG MAX AZRIA**	009	Sunglasses	8/28/1996 75/157,829	3/2/1999 2,229,366	**ROA:** **SOU:**	Registered 3/2/2005 3/2/2005 3/2/2009

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U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-13	**BCBG PARIS**	025	Clothing, namely, jackets, coats, leather coats, rain coats, dresses, evening gowns, dress shirts, knit shirts, suits, blouses, T-shirts, skirts, sweaters, turtlenecks, vests, cardigans, suits, pants, slacks, trousers, jeans, nightgowns, sleep wear, stockings, pajamas, neckties, gloves, scarves, tank tops, shorts, belts, underwear, panties, body suits, slips, bras, lingerie, bathing suits, footwear, shoes, beach shoes, sandals, boots, slippers, headbands, hats, and headwear	3/17/2009 77/693,186	10/27/2009 3,701,208	**ROA:** **SOU:**	Registered 10/27/2015 10/27/2015 10/27/2019
BCB-14	**BCBGENERATION**	014	Jewelry and watches	12/11/2007 77/348,743	10/19/2010 3,864,833	**ROA:** **SOU:**	Registered 10/19/2016 10/19/2016 10/19/2020
BCB-15	**BCBGENERATION**	018	Handbags, purses, clutches, cosmetic bags sold empty, shoulder bags, [brief cases, attaché cases,] overnight bags, cosmetic cases sold empty, satchels, back packs, leather key chains, vanity cases sold empty, luggage and umbrellas	12/11/2007 77/348,756	8/3/2010 3,828,750	**ROA:** **SOU:**	Registered 8/3/2016 8/3/2016 8/3/2020

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U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-16	**BCBGENERATION**	025	Clothing, namely, jackets, coats, leather coats, rain coats, dresses, evening gowns, dress shirts, knit shirts, suits, blouses, T-shirts, skirts, sweaters, turtlenecks, vests, cardigans, suits, pants, slacks, trousers, jeans, nightgowns, sleep wear, stockings, pajamas, neckties, gloves, scarves, tank tops, shorts, belts, underwear, panties, body suits, slips, bras, lingerie, bathing suits, footwear, shoes, beach shoes, sandals, boots, slippers, headbands, hats, and headwear	12/11/2007 77/348,765	8/3/2010 3,828,751	**ROA:** **SOU:**	Registered 8/3/2016 8/3/2016 8/3/2020
BCB-17	**BCBGENERATION**	003	Nail polish and nail enamel	12/11/2007 77/979,872	8/3/2010 3,829,652	**ROA:** **SOU:**	Registered 8/3/2016 8/3/2016 8/3/2020
BCB-18	**BCBGENERATION**	035	Retail stores featuring women's clothing, footwear, headgear, eyewear, sunglasses, cosmetics, perfumes, belts, bags, wallets, purses, back packs, cosmetic bags and leather goods, notebooks, jewelry and watches, and accessories	12/11/2007 77/979,873	8/10/2010 3,833,071	**ROA:** **SOU:**	Registered 8/10/2016 8/10/2016 8/10/2020

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Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-19	**BCBGENERATION**	009	Eyewear and sunglasses	12/11/2007 77/348,738	8/24/2010 3,838,323	**ROA:** **SOU:**	Registered 8/24/2016 8/24/2016 8/24/2020
BCB-20	**BCBGENERATION Logo (Black Center)**	014	Jewelry; watches	8/4/2016 87/127,828		**ROA:** **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**
BCB-21	**BCBGENERATION Logo (Black Center)**	018	Handbags, clutches, cosmetic bags sold empty, shoulder bags, brief cases, attaché cases, overnight bags, satchels, back packs, leather key chains, luggage and umbrellas	8/4/2016 87/127,859		**ROA:** **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**
BCB-22	**BCBGENERATION Logo (Black Center)**	020	Pillows	8/4/2016 87/127,876		**ROA:** **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**
BCB-23	**BCBGENERATION Logo (Black Center)**	024	Bed sheets, towels, pillow cases, comforters, throws	8/4/2016 87/127,884		**ROA:** **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**

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Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-24	**BCBGENERATION Logo (Black Center)**	025	Clothing, namely, jackets, coats, leather coats, rain coats, dresses, evening gowns, dress shirts, knit shirts, suits, blouses, T-shirts, skirts, sweaters, turtlenecks, vests, cardigans, pants, slacks, trousers, jeans, nightgowns, sleep wear, stockings, pajamas, neckties, gloves, scarves, tank tops, shorts, belts, underwear, panties, body suits, slips, bras, lingerie, bathing suits, footwear, shoes, beach shoes, sandals, boots, slippers, headbands, hats, and headwear	8/4/2016 87/127,899		**ROA:** **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**

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U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-25	**BCBGENERATION Logo (Black Center)**	003	Toiletries, namely, perfumes, colognes and eaux de toilette, scented body spray, perfume oils, body lotions, shampoos, hair conditioners, bath oils and bath salts, bath soaps, bath gels, bubble bath, skin soap, body oil, body powder, skin moisturizers, body and eye cream, and cosmetics, namely, mascaras, lipsticks, lip glosses, cosmetic pencils, eye pencils, eye shadows, eyeliners, eye make-up remover, foundation, face powder, blusher, hair gel and hair styling preparations, nail enamel, nail polish, and potpourri	8/4/2016 87/127,777		**ROA:** _____ **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**
BCB-26	**BCBGENERATION Logo (Black Center)**	009	Eyewear; sunglasses	8/4/2016 87/127,802		**ROA:** _____ **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**
BCB-27	**BCBGENERATION Logo (White Center)**	014	Jewelry; watches	8/4/2016 87/127,937		**ROA:** _____ **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**

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REEL: 006174 FRAME: 0803

Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-28	**BCBGENERATION Logo (White Center)**	018	Handbags, clutches, cosmetic bags sold empty, shoulder bags, brief cases, attaché cases, overnight bags, satchels, back packs, leather key chains, luggage and umbrellas	8/4/2016 87/127,945		**ROA:** _____ **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**
BCB-29	**BCBGENERATION Logo (White Center)**	020	Pillows	8/4/2016 87/127,952		**ROA:** _____ **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**
BCB-30	**BCBGENERATION Logo (White Center)**	024	Bed sheets, towels, pillow cases, comforters, throws	8/4/2016 87/127,955		**ROA:** _____ **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**

TRADEMARK
REEL: 006174 FRAME: 0804

Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-31	**BCBGENERATION Logo (White Center)**	025	Clothing, namely, jackets, coats, leather coats, rain coats, dresses, evening gowns, dress shirts, knit shirts, suits, blouses, T-shirts, skirts, sweaters, turtlenecks, vests, cardigans, pants, slacks, trousers, jeans, nightgowns, sleep wear, stockings, pajamas, neckties, gloves, scarves, tank tops, shorts, belts, underwear, panties, body suits, slips, bras, lingerie, bathing suits, footwear, shoes, beach shoes, sandals, boots, slippers, headbands, hats, and headwear	8/4/2016 87/127,961		**ROA:** **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**
BCB-32	**BCBGENERATION Logo (White Center)**	003	Toiletries, namely, perfumes, colognes and eaux de toilette, scented body spray, perfume oils, body lotions, shampoos,	8/4/2017 87/127,923		**ROA:** **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**
BCB-33	**BCBGENERATION Logo (White Center)**	009	Eyewear; sunglasses	8/4/2016 87/127,929		**ROA:** **SOU:** 2/15/2018	Pending **[Published: 6/20/2017]**

TRADEMARK
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Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-34	**BCBGirls**	025	Clothing, namely, jackets, coats, leather coats, rain coats, dresses, evening gowns, dress shirts, knit shirts, suits, blouses, T-shirts, skirts, sweaters, turtlenecks, vests, cardigans, suits, pants, slacks, trousers, jeans, nightgowns, sleep wear, stockings, pajamas, [neckties,] gloves, scarves, tank tops, shorts, belts, [underwear, panties,] body suits, slips, [bras, lingerie,] bathing suits, footwear, shoes, beach shoes, sandals, boots, slippers, headbands, hats, and headwear	4/29/2002 76/402,575	8/19/2003 2,754,256	**ROA:** **SOU:**	Registered 8/19/2009 8/19/2009 8/19/2013
BCB-35	**BCBGMAXAZRIA BON CHIC**	003	Fragrances; perfumes	9/7/2012 85/723,267	5/21/2013 4,338,006	**ROA:** **SOU:**	Registered 5/21/2019 5/21/2019 5/21/2023

TRADEMARK
REEL: 006174 FRAME: 0806

Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-36	**BCBGMAXAZRIA RUNWAY**	025	Clothing, namely, jackets, coats, leather coats, rain coats, dresses, evening gowns, dress shirts, knit shirts, suits, blouses, T-shirts, skirts, sweaters, turtlenecks, vests, cardigans, suits, pants, slacks, trousers, jeans, nightgowns, sleep wear, stockings, pajamas, [neckties,] gloves, scarves, tank tops, shorts, belts, underwear, panties, body suits, slips, bras, lingerie, bathing suits, footwear, shoes, beach shoes, sandals, boots, slippers, headbands, hats, and headwear	10/3/2006 77/012,409	4/8/2008 3,409,776	**ROA:** **SOU:**	Registered 4/8/2014 4/8/2014 4/8/2018
BCB-37	**BON CHIC**	003	Fragrances; perfumes	2/13/2012 85/541,005	2/5/2013 4,285,122	**ROA:** **SOU:**	Registered 2/5/2019 2/5/2019 2/5/2023

TRADEMARK
REEL: 006174 FRAME: 0807

Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-38	**BON CHIC BY BCBGMAXAZRIA**	025	Clothing, namely, jackets, coats, leather coats, rain coats, dresses, evening gowns, dress shirts, knit shirts, suits, blouses, T-shirts, skirts, sweaters, turtlenecks, vests, cardigans, pants, slacks, trousers, jeans, nightgowns, sleep wear, stockings, pajamas, neckties, gloves, scarves, tank tops, shorts, belts, underwear, panties, body suits, slips, bras, lingerie, bathing suits, footwear, shoes, beach shoes, sandals, boots, slippers, headbands, hats, and headwear	5/19/2015 86/634,754		**ROA:** **SOU:** 1/5/2018	Pending
BCB-39	**Butterfly Logo**	014	Jewelry and watches	8/22/2008 77/553,901	11/23/2010 3,880,467	**ROA:** **SOU:**	Registered 11/23/2016 11/23/2016 11/23/2020
BCB-40	**Butterfly Logo**	018	Handbags, purses, clutches, cosmetic bags sold empty, shoulder bags, brief cases, attaché cases, overnight bags, cosmetic cases sold empty, satchels, back packs, leather key chains, vanity cases sold empty, luggage and umbrellas	8/22/2008 77/553,923	3/31/2009 3,598,249	**ROA:** **SOU:**	Registered 3/31/2015 3/31/2015 3/31/2019

TRADEMARK
REEL: 006174 FRAME: 0808

Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-41	**Butterfly Logo**	025	Clothing, namely, jackets, coats, leather coats, rain coats, dresses, evening gowns, dress shirts, knit shirts, suits, blouses, T-shirts, skirts, sweaters, turtlenecks, vests, cardigans, suits, pants, slacks, trousers, jeans, nightgowns, sleep wear, stockings, pajamas, neckties, gloves, scarves, tank tops, shorts, belts, underwear, panties, body suits, slips, bras, lingerie, bathing suits, footwear, shoes, beach shoes, sandals, boots, slippers, headbands, hats, and headwear	8/22/2008 77/553,943	3/31/2009 3,598,250	**ROA:** **SOU:**	Registered 3/31/2015 3/31/2015 3/31/2019
BCB-42	**Butterfly Logo**	003	Toiletries, namely, perfumes, colognes and eaux de toilette, scented body spray, body lotions, skin moisturizers, body cream, nail polish	8/22/2008 77/553,857	3/27/2012 4,118,869	**ROA:** **SOU:**	Registered 3/27/2018 3/27/2018 3/27/2022

TRADEMARK
REEL: 006174 FRAME: 0809

Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-43	**Butterfly Logo**	035	Retail stores featuring women's clothing, footwear, eyewear, belts, bags, wallets, costume jewelry, and accessories; on-line retail store services featuring women's clothing, footwear, eyewear, belts, bags, wallets, costume jewelry, and accessories	11/6/2007 77/322,978	9/23/2008 3,504,130	**ROA:** **SOU:**	Registered 9/23/2014 9/23/2014 9/23/2018
BCB-44	**Butterfly Logo**	009	Eye glasses, cases for eye glasses, frames for eye glasses, sun glasses, cases for sun glasses, frames for sun glasses	8/22/2008 77/553,887	3/31/2009 3,598,246	**ROA:** **SOU:**	Registered 3/31/2015 3/31/2015 3/31/2019

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REEL: 006174 FRAME: 0810

Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-45	**LOLA**	025	Clothing for girls and women, namely, jackets, coats, [leather coats, rain coats,] dresses, evening gowns, dress shirts, knit shirts, [suits,] blouses, T-shirts, skirts, sweaters, [turtlenecks,] vests, cardigans, suits, pants, [slacks,] trousers, jeans, [nightgowns, sleep wear,] stockings, [pajamas, neckties,] gloves, scarves, tank tops, shorts, belts, [underwear, panties,] body suits, [slips, bras, lingerie, bathing suits,] footwear, shoes, beach shoes, sandals, boots, [slippers,] headbands, hats and headwear	8/23/2005 78/698,589	3/18/2008 3,399,602	**ROA:** _____ **SOU:**	Registered 3/18/2014 3/18/2014 3/18/2018
BCB-46	**LOLA**	035	Retail store services and on-line retail store services in the field of clothing, footwear, and clothing accessories	7/22/2005 78/675,922	4/8/2008 3,410,475	**ROA:** _____ **SOU:**	Registered 4/8/2014 4/8/2014 4/8/2018

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REEL: 006174 FRAME: 0811

Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-47	**MAX AZRIA**	025	Clothing, namely, jackets, coats, leather coats, rain coats, dresses, evening gowns, dress shirts, knit shirts, suits, blouses, T-shirts, skirts, sweaters, turtlenecks, vests, cardigans, suits, pants, slacks, trousers, jeans, nightgowns, sleep wear, stockings, pajamas, neckties, gloves, scarves, tank tops, shorts, belts, underwear, panties, body suits, slips, bras, lingerie, bathing suits, footwear, shoes, beach shoes, sandals, boots, slippers, headbands, hats, and headwear	3/2/2006 78/828,014	8/7/2007 3,274,680	**ROA:** **SOU:**	Registered 8/7/2013 8/7/2013 8/7/2017
BCB-48	**MAXAZRIA**	009	Eye glasses, cases for eye glasses, frames for eye glasses, sun glasses, cases for sun glasses, frames for sun glasses	3/2/2006 78/827,937	2/17/2009 3,577,982	**ROA:** **SOU:**	Registered 2/17/2015 2/17/2015 2/17/2019
BCB-49	**MAXIME**	025	Clothing, namely, dresses, skirts, shirts, shorts, blazers, jackets, pants, trousers, sweaters, tops, coats, jumpsuits, shorts, t-shirts, [head bands,] suits,[hats and belts; shoes, namely, casual shoes, evening shoes and formal shoes]	7/16/1998 75/519,725	10/12/1999 2,285,116	**ROA:** **SOU:**	Registered 10/12/2005 10/12/2005 10/12/2009

TRADEMARK
REEL: 006174 FRAME: 0812

Case Tracking System

U.S. Trademark Summary Report
BCBG IP Holdings, LP

Date: August 16, 2017

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
BCB-50	**PARALLEL**	025	women's clothing; namely, dresses, skirts, blouses, pants and sweaters	3/19/1992 74/256,975	1/19/1993 1,747,190	**ROA:** **SOU:**	Registered 1/19/1999 1/19/1999 1/19/2003
BCB-51	**THE CHIC SET**	041	Providing an on-line journal in the nature of a blog comprising collections of photographs and commentary in the field of fashion	6/14/2011 85/345,787	2/28/2012 4,104,915	**ROA:** **SOU:**	Registered 2/28/2018 2/28/2018 2/28/2022
BCB-52	**THE DAILY CHIC**	041	Providing a website featuring blogs and non-downloadable publications in the nature of articles and newsletters in the field of news, entertainment, fashion, history, trivia and popular culture	6/14/2011 85/345,738	2/28/2012 4,104,913	**ROA:** **SOU:**	Registered 2/28/2018 2/28/2018 2/28/2022

TRADEMARK
REEL: 006174 FRAME: 0813

U.S. Trademark Assignment

ASSIGNMENT is effective as of August 2, 2017, by MLA Multibrand Holdings, LLC a Delaware limited liability company with office and place of business at 1209 Orange Street, Wilmington, Delaware 19801 (collectively, "Assignor")

WHEREAS, Assignor is the owner of and has adopted and is using trademark registrations and application(s) identified in the attached hereto (the "Marks");

WHEREAS, BCBG IP Holdings, LP, a Delaware limited partnership with an office and place of business at 605 Third Avenue, 22nd Floor, New York, NY 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 it's 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