

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM454520

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BCBG IP HOLDINGS LP		10/10/2017	Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	ABG-Herve Leger, LLC		
Street Address:	1411 Broadway, Fourth Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2090637	HERVE LEGER	
Registration Number:	2062875	HERVE LEGER	
CORRESPONDENCE DATA			
Fax Number:			
<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:	6464909839		
Email:	trademark@abg-nyc.com		
Correspondent Name:	Bridgette Fitzpatrick		
Address Line 1:	1411 Broadway, Fourth Floor		
Address Line 4:	New York, NEW YORK 10018		
NAME OF SUBMITTER:	Bridgette Fitzpatrick		
SIGNATURE:	/Bridgette Fitzpatrick/		
DATE SIGNED:	12/14/2017		
Total Attachments: 7			
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ASSIGNMENT OF TRADEMARKS

This Assignment (this "Assignment") is made and entered into effective as of October 10, 2017 by and between BCBG IP HOLDINGS LP, a Delaware limited partnership with an address at 50 West 57th Street, 5th Floor, New York, NY 10019 ("Assignor"), in favor of ABG-HERVE LEGER, LLC, a Delaware limited liability company with an address at 1411 Broadway, 4th floor, New York, NY 10018 ("Assignee").

WHEREAS, Assignor owns the trademark registrations and applications for the marks set forth on Schedule A attached hereto (the "Marks");

WHEREAS, Assignee wishes to acquire from Assignor all of its right, title and interest in, to and under such Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, convey, grant, and set over to Assignee for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns and other legal representatives forever as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, Assignor's entire right, title and interest in, to and under the Marks, throughout the world in perpetuity, and any registrations, renewals, reissues and extensions thereof, together with the goodwill associated with the Marks and that part of Assignor's business connected with the use thereof and symbolized thereby, and any and all of Assignor's other rights, privileges and priorities provided under state and federal law of the United States, and under the laws of any and all foreign jurisdictions with respect to the Marks, including without limitation, Assignor's common law rights and rights under the laws of unfair competition, and any and all rights to all income, royalties, damages, and payments now or hereafter due or payable in respect thereto, and in and to all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present, and/or future infringement, damages, or other unauthorized use of the rights currently known to Assignor as of the date hereof or that may become known after the date of this Assignment.

Assignor hereby represents and warrants that Assignor has the full right to convey the interest assigned by this Assignment, and has not conveyed any interest in or right to the Marks to any third party.

Assignor authorizes and requests the U.S. Patent and Trademark Office, or any foreign equivalent thereof, to record Assignee as the owner of the Marks as Assignee of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors, assigns and other legal representatives.

Assignor hereby agrees to execute any and all papers, and to perform such other proper acts, as may be reasonably necessary to secure to Assignee, or to its successors or assigns, the rights hereby transferred.

This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

TRADEMARK

REEL: 006228 FRAME: 0265

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be duly executed below on the dates indicated by their duly authorized officers.

ASSIGNOR: BCBG IP HOLDINGS LP

By: [Signature]
Name: David Zolot
Title: Authorized Signatory

State of NEW YORK :
County of NEW YORK : ss

On October 10th, 2017, before me, John M. Long, a notary public, in and for the State and County aforesaid, personally appeared David Zolot, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, that, by his/her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument, intending to be legally bound thereby and that said instrument be properly recorded.

I certify under PENALTY OF PERJURY under the laws of the State of NEW YORK that the foregoing paragraph is true and correct.

WITNESS my hand and official seal
Signature: [Signature] (Seal)

JOHN M. LONG
NOTARY PUBLIC-STATE OF NEW YORK
No. 01106087577
Qualified in New York County
My Commission Expires May 24, 2019

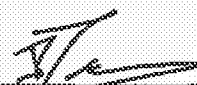
{Signature Page to Assignment of Trademarks (IP Holdings to ABC-Flavor)}

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be duly executed below on the dates indicated by their duly authorized officers.

ASSIGNOR: BCBG IP HOLDINGS LP

By: _____
Name:
Title:

ASSIGNEE: ABG-HERVE LEGER, LLC

By:  _____
Name:
Title: Jay Dubiner
General Counsel

State of New York :
County of New York : ss

On October ^{10th} ~~3rd~~ 2017, before me, Pamela Berry, a notary public, in and for the State and County aforesaid, personally appeared Jay Dubaner, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, that, by his/her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument, intending to be legally bound thereby and that said instrument be properly recorded.

I certify under PENALTY OF PERJURY under the laws of the State of New York that the foregoing paragraph is true and correct.

WITNESS my hand and official seal:
Signature [Handwritten Signature] (Seal)

PAMELA BERRY
Notary Public, State of New York
No. 02BER290829
Qualified in New York County
Commission Expires October 15, 2021

SCHEDULE A

Marks

See attached

TRADEMARK

REEL: 006228 FRAME: 0269

Purchased Marks

See Attached.

TRADEMARK	COUNTRY	APPLICATION NO	REGISTRATION NO	CLASS
HERVE LEGER	United States of America	75062842	2090637	3, 18, 25
 HERVE LEGER	United States of America	75062840	2062875	25