

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
B. J. VINES, INC.		08/08/2007	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

Name:	BETSEY JOHNSON LLC
Street Address:	498 Seventh Avenue
Internal Address:	21st Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Serial Number:	78834558	BETSEY JOHNSON
Serial Number:	78834566	BETSEYVILLE
Registration Number:	1509297	BETSEY JOHNSON
Registration Number:	2706856	BETSEY JOHNSON
Registration Number:	3232866	BETSEY JOHNSON
Registration Number:	3210939	BETSEYVILLE
Registration Number:	2855216	BETSEYVILLE BY BETSEY JOHNSON
Registration Number:	2104236	U L T R A BETSEY JOHNSON

**CORRESPONDENCE DATA**

Fax Number: (212)813-5901  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
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 Email: anicolescu@fzlz.com  
 Correspondent Name: J. ALLISON STRICKLAND

CH \$215.00 78834558

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Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	BJO 07/05604
NAME OF SUBMITTER:	J. Allison Strickland
Signature:	/anca nicolescu/
Date:	08/08/2007

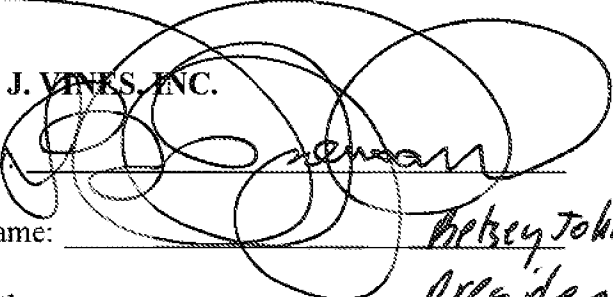
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**ASSIGNMENT**

WHEREAS, B. J. VINES, INC., a corporation organized and existing under the laws of the State of New York, located and doing business at 498 Seventh Avenue, New York, NY 10018 ("Assignor"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks") in the United States; and

WHEREAS, BETSEY JOHNSON LLC, a limited liability company organized and existing under the laws of the State of Delaware, located and doing business at 498 Seventh Avenue, 21<sup>st</sup> Floor, New York, NY 10018 ("Assignee"), as the successor to the ongoing and existing business of the Assignor to which the Trademarks pertain, is desirous of acquiring said trademarks and all associated goodwill in said trademarks; and.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

**B. J. VINES, INC.**  
By:   
Name: Betsey Johnson  
Title: president  
Date of Signature: 8/8/07

## SCHEDULE

TRADEMARKS	SERIAL NO. / REGISTRATION NO.
BETSEY JOHNSON	78/834,558
BETSEYVILLE	78/834,566
BETSEY JOHNSON	1,509,297
BETSEY JOHNSON	2,706,856
BETSEY JOHNSON	3,232,866
BETSEYVILLE	3,210,939
BETSEYVILLE BY BETSEY JOHNSON	2,855,216
ULTRA BETSEY JOHNSON (Stylized)	2,104,236