

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|-------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Christian Siriano LLC | | 07/13/2011 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Christian Siriano Holdings LLC | | |
| Street Address: | 260 West 35th Street, Suite 600 | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10001 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3993598 | CHRISTIAN SIRIANO | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (860)275-8299 | | |
| Phone: | 860-275-8285 | | |
| Email: | jscheib@rc.com | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Correspondent Name: | Jacqueline P. Scheib | | |
| Address Line 1: | 280 Trumbull Street | | |
| Address Line 2: | Robinson & Cole LLP | | |
| Address Line 4: | Hartford, CONNECTICUT 06103 | | |
| NAME OF SUBMITTER: | Jacqueline P. Scheib | | |
| Signature: | /Jacqueline P. Scheib/ | | |
| Date: | 09/20/2011 | | |
| Total Attachments: 2 source=ChristianSiriano#page1.tif source=ChristianSiriano#page2.tif | | | |

OP \$40.00 3993598

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), dated as of July 13, 2011, (the "Effective Date"), is between Christian Siriano LLC, a Delaware limited liability company located at 260 West 35th Street, Suite 600, New York, New York 10001 ("Assignor"), and Christian Siriano Holdings LLC, a Delaware limited liability company located at 260 West 35th Street, Suite 600, New York, New York 10001 ("Assignee").

WITNESSETH:

WHEREAS, Assignor is the owner of all right, title and interest in and to U.S. Trademark Registration No. 3,993,598 for the mark CHRISTIAN SIRIANO (the "Trademark"); and

WHEREAS, Assignor desires to transfer the Trademark to Assignee and Assignee desires to receive such transfer.

NOW, THEREFORE, for goods and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby assigns and transfers unto Assignee, its successors, heirs and assigns all right, title, and interest in and to the Trademarks, including without limitation the right to any registrations thereof, the right to prosecute any applications therefor, the right to have any registrations issue in the name of Assignee, the right to apply for and obtain any renewal of any registrations the right to sue for past and future infringement and the right to the goodwill of the business symbolized thereby.

2. Further Assurances. Assignor will execute any and all additional documents and take such actions that are reasonably necessary for Assignee to perfect the transfer of rights set forth herein.

3. Binding Provisions. This Assignment is binding upon, and inures to the benefit of, the parties hereto and their respective heirs, executors, legal representatives, successors, and permitted assigns.

4. Governing Law. All questions concerning the construction, validity and interpretation of this Assignment and the performance of the obligations imposed by this Assignment shall be governed by the internal law, not the law of conflicts, of the State of New York.

[Signature Page Follows]

IN WITNESS WHEREOF, the parties hereto have executed and delivered this Trademark Assignment as of the Effective Date.


ASSIGNOR:

CHRISTIAN SIRIANO LLC

By: Kathleen M. Porter
Name: Kathleen M. Porter
Title: Authorized Person

ASSIGNEE:

CHRISTIAN SIRIANO HOLDINGS LLC

By: 
Name: Christian Siriano
Title: