

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
By Design Limited		07/13/2011	LIMITED LIABILITY COMPANY: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	By Design L.L.C.		
<b>Street Address:</b>	1411 Broadway, Suite 200		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85156708	CAROLYN TAYLOR	
<b>Registration Number:</b>	1980293	DEBBIE MORGAN	
<b>Registration Number:</b>	2097980	CAROLYN TAYLOR	
<b>Registration Number:</b>	2026648	BY DESIGN	
<b>Registration Number:</b>	2122127	BY DESIGN	
<b>Registration Number:</b>	2909933	CAROLYN TAYLOR	
<b>Registration Number:</b>	3862170	BYDESIGN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(845)359-7798		
<b>Phone:</b>	8453597700		
<b>Email:</b>	nmpc@notaromichalos.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Notaro, Michalos & Zaccaria P.C.		
<b>Address Line 1:</b>	100 Dutch Hill Road		

OP \$190.00 85156708

**900203256**

**TRADEMARK  
 REEL: 004632 FRAME: 0039**

Address Line 4: Orangeburg, NEW YORK 10962

ATTORNEY DOCKET NUMBER: J290-156

NAME OF SUBMITTER: Angelo Notaro

Signature: /Angelo Notaro/

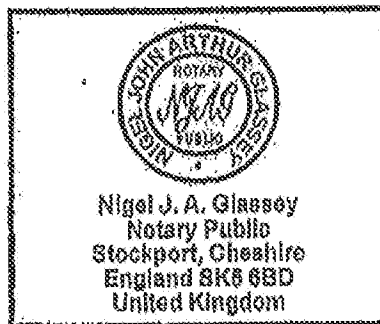
Date: 09/28/2011

Total Attachments: 3  
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TO ALL to whom these presents shall come I NIGEL JOHN ARTHUR GLASSEY of Houldsworth House, 13 Leamington Road, Houldsworth Square, Reddish, Stockport, Cheshire, England SK5 6BD Notary Public duly authorised admitted and sworn and practising within the United Kingdom of Great Britain and Northern Ireland DO HEREBY CERTIFY that I was present on the thirteenth day of July 2011 and saw GORDON ALLAN MART SIMMONDS of The Old School, 11A Highgate Road, Hayfield, High Peak, Derbyshire SK22 2JL England the Liquidator of RY DESIGN LIMITED duly sign the annexed Assignment at Reddish, Stockport aforesaid and that the signature "G Simmonds" subscribed thereto is in the proper handwriting of the said Gordon Allan Mart Simmonds a person well known to me and who produced as evidence of identification his U.K. Passport number 108829261 issued by the U.K. Passport Agency on 21<sup>st</sup> March 2007 and his other personal papers as I verify.

IN TESTIMONY whereof I have hereunto subscribed my name and affixed my seal of office this 13th day of July 2011 at Reddish, Stockport, Cheshire, England.

*N.J.A. Glassey*  
Notary Public in and for  
Stockport, Cheshire, England  
United Kingdom




Protocol No: NI500/11/1449

ASSIGNMENT

THIS ASSIGNMENT, made as of 13<sup>th</sup> July 2011 is between BY DESIGN LIMITED (in Liquidation), a limited liability company incorporated under the laws of the United Kingdom, Unit 6, Mountheath Ind Est, Preswick, Manchester, England M259WB ("Assignor") and BY DESIGN L.L.C., a Delaware limited liability company, 1411 Broadway, Suite 200, New York, New York 10018 ("Assignee").

Whereas the Assignor is the sole and exclusive owner of the following trademarks (hereinafter called "Assigned Marks"), as well as United States trademark registrations and application therefore, as set forth below; and

ASSIGNED MARKS

<u>Registration Number</u>	<u>Registration Date</u>	<u>Trademark</u>
1,900,293	08/11/1998	DEBBIE MORGAN
2,097,980	08/16/1997	CAROLYN TAYLOR
2,026,648	12/31/1998	BY DESIGN
2,122,127	12/16/1997	BY DESIGN
2,909,933	12/14/2004	CAROLYN TAYLOR
3,882,170	10/12/2010	

<u>Application Number</u>	<u>Filing Date</u>	<u>Trademark</u>
85/166,709	10/20/2010	CAROLYN TAYLOR

Whereas the Assignee is desirous of acquiring said Assigned Marks and the United States trademark registrations and application thereof.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, the Assignor and Assignee hereto agree as follows:

The Assignor does hereby sell, assign, transfer and convey to the Assignee, its successors and assigns or their legal representatives, (a) the entire right, title and interest of the Assignor in and to the Assigned Marks and to the aforesaid registrations and application of the Assigned Marks and all extensions and renewals thereof, together with the goodwill of the business in connection with which the Assigned Marks

are and have been used; and (b) all rights, interests, claims, demands, recoverable in law or in equity, that the Assignor has or may have in profits and damages for past and future infringements as the Assigned Marks and registrations and application thereof, including, with limitation, the right to compromise, sue for and collect said profits and damages; the same to be held and enjoyed by the Assignee, its successors and assigns of their legal representatives, as fully and entirely as the same might or could have been held and enjoyed by the Assignor had this Assignment not be made.

IN WITNESS WHEREOF, the parties have executed, made and entered into this Assignment of Assigned Marks as of the date set forth above.

BY DESIGN LIMITED

BY DESIGN L.L.C.

By: *G. Simmonds*

By: *H. Nam*

Name: Gordon Allan Mart Simmonds

Name: *Hyun J. Nam*

Title: Liquidator

Title: *VP & CFO*

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