

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM390192

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Edwin Co. Ltd.		07/31/2015	Limited Company: JAPAN
RECEIVING PARTY DATA			
Name:	Janie Schaffer Holdings Ltd.		
Street Address:	Palladium House, 104 Argyll Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W1F 7DL		
Entity Type:	Limited Company: ENGLAND		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4539590	FIORUCCI	
Registration Number:	1260314	FIORUCCI	
Registration Number:	2656765	FIORUCCI	
Registration Number:	1264655	FIORUCCI	
CORRESPONDENCE DATA			
Fax Number:	2124512222		
<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:	2124512300		
Email:	mgrieco@olshanlaw.com		
Correspondent Name:	Olshan Frome Wolosky LLP		
Address Line 1:	1325 Avenue of the Americas		
Address Line 2:	Attn: Mary L. Grieco		
Address Line 4:	New York, NEW YORK 10019		
DOMESTIC REPRESENTATIVE			
Name:	Olshan Frome Wolosky LLP		
Address Line 1:	1325 Avenue of the Americas		
Address Line 2:	Attn: Mary L. Grieco		
Address Line 4:	New York, NEW YORK 10019		

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NAME OF SUBMITTER:	Mary L. Grieco
SIGNATURE:	/mary grieco/
DATE SIGNED:	07/05/2016
Total Attachments: 2 source=Fiorucci assignment signed#page1.tif source=Fiorucci assignment signed#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of the 31st day of July, 2015.

WHEREAS, Edwin Co., Ltd., a limited company organized and existing under the laws of Japan, located and doing business at 3-27-6 Higashi-Nippori, Arakawa-ku, Tokyo 116-8537, Japan (hereinafter referred to as "Assignor"), is the owner of the trademarks listed on Schedule A ("Mark") as well as any registrations and/or pending applications for the same, as listed on Schedule A;

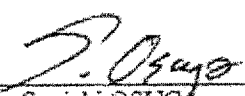
WHEREAS, Janie Schaffer Holdings LTD., a limited company organized and existing under the laws of England & Wales, located and doing business at Palladium House, 1-4 Argyll Street, London W1F 7LD, United Kingdom (hereinafter referred to as "Assignee") desires to acquire the Marks, and any and all applications and/or registrations therefor, together with the goodwill of the business symbolized by the Mark;


WHEREAS, the parties entered into an agreement entitled "Intellectual Property Purchase and Assignment Agreement" dated July 31, 2015, in which Assignor assigned the Trademarks and associated registrations to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Mark, together with the goodwill of the business symbolized by the Mark throughout the world and any and all applications and/or registrations therefor, together with all causes of action for previously occurring infringements of the rights being assigned, and the right to receive and retain the proceeds relating to those infringements.

EDWIN CO., LTD.

JANIE SCHAFFER HOLDINGS LTD.,

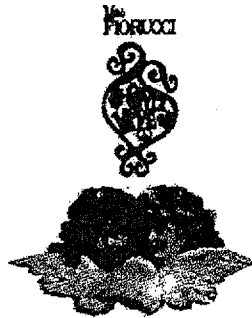
By: 
Name: Senichi OSUGA
Title: License & Trademark Administration
Section Manager

By: 
Name: STEPHEN SCHAFFER
Title: DIRECTOR



SCHEDULE A

TRADEMARKS

FIORUCCI



APPLICATIONS/REGISTRATIONS

Country	Mark	Serial/Reg. No.	Class
USA	FIORUCCI	1264655	14 & 25
USA	FIORUCCI	2656765	3
USA	FIORUCCI	4578063	11
USA	FIORUCCI	1260314	14
USA	FIORUCCI	4539590	25
USA*		3373162	3
USA		4058244	3, 14, & 18

*This registration expired several years ago.

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