

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
WV IP Holdings, LLC		10/03/2008	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Studio IP Holdings LLC
Street Address:	103 Foulk Road
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19803
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 31

Property Type	Number	Word Mark
Registration Number:	3111503	G
Registration Number:	2616366	GARDEN ROOM
Registration Number:	2778861	GARDEN ROOM
Registration Number:	1622593	GRAMERCY
Registration Number:	2485318	GRAMERCY
Registration Number:	2410841	GRAMERCY
Registration Number:	2897591	GROWING UP WITH WAVERLY
Registration Number:	2376153	SUN 'N SHADE
Registration Number:	1576438	VILLAGE
Registration Number:	2410842	VILLAGE
Registration Number:	1657457	VILLAGE
Registration Number:	2321116	WAVERLY
Registration Number:	0128949	WAVERLY
Registration Number:	2222219	WAVERLY

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Registration Number:	2908925	WAVERLY
Registration Number:	2340120	WAVERLY
Registration Number:	2228295	WAVERLY
Registration Number:	2011559	WAVERLY
Registration Number:	2445276	WAVERLY
Registration Number:	2732554	WAVERLY
Registration Number:	0709694	WAVERLY
Serial Number:	77383247	WAVERLY
Registration Number:	1756996	WAVERLY
Registration Number:	2231912	WAVERLY
Registration Number:	2345746	WAVERLY
Registration Number:	2410843	WAVERLY
Registration Number:	2456473	WAVERLY
Registration Number:	2742423	WAVERLY
Registration Number:	1663475	WAVERLY DESIGNER SERIES
Registration Number:	1540995	WAVERLY PLACE
Registration Number:	1657462	W DS

CORRESPONDENCE DATA

Fax Number: (212)391-2057
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-730-0030
Email: atarshis@iconixbrand.com
Correspondent Name: Iconix Brand Group, Inc.
Address Line 1: 1450 Broadway
Address Line 4: New York, NEW YORK 10018

NAME OF SUBMITTER:	Andrew R. Tarshis
Signature:	/Atarshis/
Date:	10/06/2008

Total Attachments: 5
source=US Master Trademark Assignment#page1.tif
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UNITED STATES MASTER TRADEMARK ASSIGNMENT

WHEREAS, WV IP Holdings, LLC, a limited liability company organized under the laws of Delaware having offices at 1330 Avenue of the Americas, 34th Floor, New York, New York 10019 (hereinafter, "Assignor"), is the owner of the United States trademark applications and registrations listed on Schedule A attached hereto, together with the goodwill associated therewith (collectively, the "Marks").

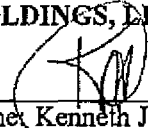
WHEREAS, Studio IP Holdings, LLC, a Delaware limited liability company, having a place of business at 1450 Broadway, 4th Floor, New York, New York, 10018 ("Assignee"), is desirous of acquiring the Marks and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business symbolized by such Marks, and the right to sue for and take action with respect to past infringements.

IN WITNESS WHEREOF, Assignor has signed this Assignment this 3rd day of October, 2008.

WV IP HOLDINGS, LLC

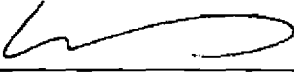
By: _____


Name: Kenneth J. Hall
Title: Chief Financial Officer

STATE OF NEW YORK)
) ss:
CITY/COUNTY OF NEW YORK)

ACKNOWLEDGMENT

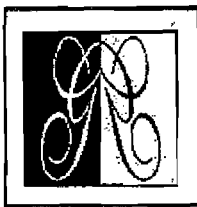
On this 31 day of October, 2008, before me came Kenneth J. Hall, who stated that he is the Chief Financial Officer of WV IP Holdings, LLC and acknowledged that he executed the above instrument as the act and deed of WV IP Holdings, LLC with full authority to do so.



Notary Public

SETH BURROUGHS
Notary Public, State of New York
No. 01BU6890296
Qualified in New York County
Commission Expires June 25, 2011

Trademark Records By Trademark

Owner	Trademark	Country	Application No.	Registration No	Registration Date	Classes	Status
G and Design							
	G and Design						
WV IP HOLDINGS, LLC		United States of America	78/574,222	3111503	Jul 4 2006	24,27	Registered
GARDEN ROOM							
WV IP HOLDINGS, LLC	GARDEN ROOM	United States of America	75/910,719	2616366	Sep 10 2002	16,24,27	Registered
WV IP HOLDINGS, LLC	GARDEN ROOM	United States of America	75/982,267	2778861	Nov 4 2003	3,4,5,11,16,20,21,24,27	Registered
GRAMERCY							
WV IP HOLDINGS, LLC	GRAMERCY	United States of America	73/776,942	1622593	Nov 13 1990	24,27	Registered
WV IP HOLDINGS, LLC	GRAMERCY	United States of America	75/150,913	2,485,318	Sep 4 2001	27	Registered
WV IP HOLDINGS, LLC	GRAMERCY	United States of America	75/912,446	2410841	Dec 5 2000	35	Registered
GROWING UP WITH WAVERLY							
WV IP HOLDINGS, LLC	GROWING UP WITH WAVERLY	United States of America	76/158,068	2897591	Oct 26 2004	24	Registered
SUN 'N SHADE							
WV IP HOLDINGS, LLC	SUN 'N SHADE	United States of America	75/648,293	2376153	Aug 8 2000	24	Registered
VILLAGE							
WV IP HOLDINGS, LLC	VILLAGE	United States of America	73/776,802	1576438	Jan 9 1990	24,27	Registered
WV IP HOLDINGS, LLC	VILLAGE	United States of America	75/912,447	2410842	Dec 5 2000	35,42	Registered
VILLAGE & Design							

VILLAGE & Design

WV IP HOLDINGS, LLC

United States
of America

74/048,793

1657457

Sep 17 1991 24,27

Registered

WAVERLY

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

75/613,607

2321116

Feb 22 2000 11

Registered

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

71-100693

128949

Jan 20 1920 16

Registered

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

75/268,278

2222219

Feb 9 1999 16

Registered

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

76/091,106

2908925

Dec 7 2004 16

Registered

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

75/541,752

2340120

Apr 11 2000 2

Registered

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

75/421,733

2228295

Mar 2 1999 20

Registered

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

74/675,462

2011559

Oct 29 1996 20,21,24

Registered

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

75/979,954

2445276

Apr 17 2001 20,24

Registered

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

75/982,975

2732554

Jul 1 2003 20,25

Registered

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

72-095856

709694

Jan 10 1961 24

Registered

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

77/383,247

25

Pending

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

74/215,184

1756996

Mar 9 1993 27

Registered

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

75/399,406

2231912

Mar 16 1999 27

Registered

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

75/764,266

2345746

Apr 25 2000 3,4,5,6,16,16,26 Registered

WV IP HOLDINGS, LLC

WAVERLY

United States
of America

75/912,448

2410843

Dec 5 2000 35,42

Registered

TRADEMARK

WV IP HOLDINGS, LLC	WAVERLY	United States of America	75/980,134	2456473	May 29 2001	5,21	Registered
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WV IP HOLDINGS, LLC	WAVERLY	United States of America	75/756,026	2742423	Jul 29 2003	8	Registered
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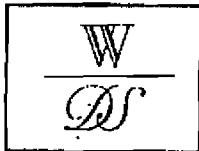
WAVERLY DESIGNER SERIES

WV IP HOLDINGS, LLC	WAVERLY DESIGNER SERIES	United States of America	74-106506	1663475	Nov 5 1991	24	Registered
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WAVERLY PLACE

WV IP HOLDINGS, LLC	WAVERLY PLACE	United States of America	73/727,773	1540995	May 23 1989	42	Registered
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WDS (Stylized)

WV IP HOLDINGS, LLC		United States of America	74-105,455	1,657,462	Sep 17 1991	24	Registered
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TM Administrator - END OF REPORT

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