

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Trademark Security Interest

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
BCBG Max Azria Group, Inc.		08/03/2010	CORPORATION: CALIFORNIA
BCBG MaxAzria Holdings, Inc.		08/03/2010	CORPORATION: CALIFORNIA
BCBG MaxAzria International Holdings, Inc.		08/03/2010	CORPORATION: CALIFORNIA
MLA Multibrand Holdings, Inc.		08/03/2010	CORPORATION: DELAWARE
Max Rave, LLC		08/03/2010	LIMITED LIABILITY COMPANY: DELAWARE
Street Beat Sportswear, Inc.		08/03/2010	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

<b>Name:</b>	Bank of America, N.A., as Administrative Agent
<b>Street Address:</b>	100 FEDERAL STREET
<b>City:</b>	BOSTON
<b>State/Country:</b>	MASSACHUSETTS
<b>Postal Code:</b>	02110
<b>Entity Type:</b>	National Banking Association: UNITED STATES

**PROPERTY NUMBERS Total: 73**

Property Type	Number	Word Mark
Registration Number:	1939918	BC BG
Registration Number:	2162708	BC BG
Registration Number:	2166425	BC BG
Registration Number:	2229364	BCBG
Registration Number:	2408974	BCBG
Registration Number:	2160919	BC BG MAX AZRIA
Registration Number:	2162709	BC BG MAX AZRIA
Registration Number:	2229365	BCBG MAX AZRIA
Registration Number:	2229366	BCBG MAX AZRIA

CH \$1840.00 1939918

Registration Number:	2872074	BCBG
Registration Number:	2581591	BCBG
Registration Number:	3094172	BCBG ATTITUDE
Registration Number:	2581590	BCBG MAX AZRIA
Registration Number:	2362512	BCBG MAX AZRIA
Serial Number:	78897511	BCBGMAXAZRIA
Serial Number:	78897514	BCBGMAXAZRIA
Serial Number:	78897519	BCBGMAXAZRIA
Serial Number:	78897524	BCBGMAXAZRIA
Serial Number:	78897527	BCBGMAXAZRIA
Serial Number:	78897535	BCBGMAXAZRIA
Serial Number:	77348730	BCBGENERATION
Serial Number:	77348738	BCBGENERATION
Serial Number:	77348743	BCBGENERATION
Serial Number:	77348756	BCBGENERATION
Serial Number:	77348765	BCBGENERATION
Serial Number:	77348777	BCBGENERATION
Serial Number:	77693186	BCBG PARIS
Registration Number:	3409776	BCBGMAXAZRIA RUNWAY
Registration Number:	2968181	BCBGIRLS
Registration Number:	2622150	BCBGIRLS
Registration Number:	2754256	BCBGIRLS
Serial Number:	77553857	
Registration Number:	3598246	
Serial Number:	77553901	
Registration Number:	3598249	
Registration Number:	3598250	
Registration Number:	3504130	
Registration Number:	2062875	HERVE LEGER PARIS
Serial Number:	77166921	MA BY MAX AZRIA
Registration Number:	3153856	MAX AND CLEO
Serial Number:	78827908	MAX AZRIA
Registration Number:	3577982	MAXAZRIA
Registration Number:	3415997	MAX AZRIA
Registration Number:	3415966	MAX AZRIA

Registration Number:	3274680	MAX AZRIA
Serial Number:	77751516	MAX AZRIA
Registration Number:	2285116	MAXIME
Serial Number:	77323895	NAKED CLOTH
Serial Number:	77323908	NAKED CLOTH
Registration Number:	3477894	PARALLEL
Registration Number:	1747190	PARALLEL
Serial Number:	78534742	PARALLEL
Registration Number:	3338772	PARALLEL
Registration Number:	1401347	TO THE MAX
Serial Number:	77341648	TO THE MAX
Registration Number:	1285656	G + G
Registration Number:	3399602	LOLA
Registration Number:	2463053	LOLA
Registration Number:	1301774	LOLA
Serial Number:	78950683	MAX RAVE
Registration Number:	3506656	MAX RAVE
Registration Number:	3407283	MAX RAVE
Registration Number:	3407284	MAX RAVE
Registration Number:	3407285	MAX RAVE
Registration Number:	3407286	MAX RAVE
Registration Number:	2889805	SHOP COOL SAVE BIG
Registration Number:	2885679	SHOP COOL.SAVE BIG.
Registration Number:	3432861	STREET BEAT
Registration Number:	2435939	TRUE PEOPLE
Registration Number:	3358201	FARLOW
Serial Number:	77065550	TRUE PEOPLE
Registration Number:	2090637	HERVE LEGER
Registration Number:	3410475	LOLA

**CORRESPONDENCE DATA**

Fax Number: (202)739-3001

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 202-739-5723

Email: chimmelfarb@morganlewis.com

Correspondent Name: Carolyn Himmelfarb

Address Line 1: 1111 Pennsylvania Avenue, N.W.  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:	102507-01-0035
NAME OF SUBMITTER:	Carolyn Himmelfarb
Signature:	/Carolyn Himmelfarb/
Date:	08/04/2010

Total Attachments: 38  
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## TRADEMARK SECURITY AGREEMENT

This Trademark Security Agreement, dated as of August 3, 2010, (as amended, restated or otherwise modified, the “**Trademark Security Agreement**”), is entered into by and between each of BCBG Max Azria Group, Inc., BCBG MaxAzria Holdings, Inc., BCBG MaxAzria International Holdings, Inc., MLA Multibrand Holdings, Inc., Max Rave, LLC, and Street Beat Sportswear, Inc. (collectively, “**Grantors**”) and **BANK OF AMERICA, N.A.**, in its capacity as administrative agent for the Secured Parties (together with successors and assigns in such capacity, the “**Administrative Agent**”).

### WITNESSETH:

Whereas, Grantors are party to an Amended and Restated Pledge and Security Agreement dated as of August 3, 2010 (the “**Pledge and Security Agreement**”) between each of the Grantors and the other grantors party thereto and the Administrative Agent, pursuant to which the Grantors are required to execute and deliver this Trademark Security Agreement;

Now, Therefore, in consideration of the premises and to induce the Secured Parties to enter into the Loan Agreement the Grantors hereby agree with the Administrative Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Pledge and Security Agreement and used herein have the meanings given to them in the Pledge and Security Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. In order to secure its Obligations, each Grantor hereby pledges and grants to the Administrative Agent, for the benefit of the Secured Parties, a security interest in all of such Grantor’s right, title and interest in, to and under the following, whether presently existing or hereafter created or acquired (collectively, the “**Trademark Collateral**”):

(a) all United States and foreign trademarks, trade names, corporate names, company names, business names, fictitious business names, Internet domain names, service marks, certifications marks, collective marks, logos, other source or business identifiers, designs and general intangibles of a like nature, and all registrations and applications for any of the foregoing, including, but not limited to: (i) the registrations and applications referred to on Schedule I hereto (collectively, “**Trademarks**”), (ii) all extensions or renewals of the foregoing, (iii) all goodwill of the business connected with the use of, and symbolized by, each Trademark and each Trademark License and (iv) the right to sue for past, present and future infringement or dilution of any of the foregoing or for any injury to goodwill;

(b) any and all agreements providing for the granting of any right in or to Trademarks (whether such Grantor is licensee or licensor thereunder) including those referred to on Schedule I hereto (collectively, “**Trademark Licenses**”); and

(c) all Proceeds of the foregoing, including, without limitation, licenses, royalties, income, payments, claims, damages and proceeds of suit.

SECTION 3. Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Administrative Agent for the Secured Parties pursuant to the Pledge and Security Agreement, and Grantors hereby acknowledge and affirm that the rights and remedies of the Administrative Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Pledge and Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Pledge and Security Agreement, the provisions of the Pledge and Security Agreement shall control.

SECTION 4. Applicable Law. This Trademark Security Agreement and the rights and obligations of the parties hereunder shall be governed by, and shall be construed and enforced in accordance with, the laws of the State of New York.

SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, each of which when so executed and delivered shall be deemed an original, but all such counterparts together shall constitute but one and the same instrument.

SECTION 6. Intercreditor Agreement. The representations, warranties and covenants of the Grantors hereunder, and the rights and remedies of the Administrative Agent hereunder, are subject to the provisions of the Intercreditor Agreement and the rights of the Term Loan Claimholders and the Guggenheim Claimholders therein.

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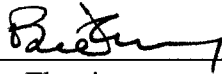
In Witness Whereof, each Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

**GRANTORS:**

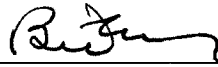
**BCBG MAX AZRIA GROUP, INC.**

By:   
Name: Brian Fleming  
Title: Chief Financial Officer

**BCBG MAXAZRIA HOLDINGS, INC.**

By:   
Name: Brian Fleming  
Title: Chief Financial Officer

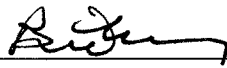
**BCBG MAXAZRIA INTERNATIONAL HOLDINGS, INC.**

By:   
Name: Brian Fleming  
Title: Chief Financial Officer

**MLA MULTIBRAND HOLDINGS, INC.**

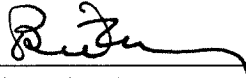
By:   
Name: Brian Fleming  
Title: Chief Financial Officer

**MAX RAVE, LLC**

By:   
Name: Brian Fleming  
Title: Chief Financial Officer

**GRANTORS (Contd.):**

**STREET BEAT SPORTSWEAR, INC.**

By:  \_\_\_\_\_

Name: Brian Fleming

Title: Chief Financial Officer



CERTIFICATE OF ACKNOWLEDGMENT

COMMONWEALTH OR STATE OF CALIFORNIA )  
COUNTY OF LOS ANGELES ) ss.

On this 3 day of August, 20  , before me, the undersigned notary public, personally appeared Brian Fleming, proved to me through satisfactory evidence of identification, which were KNOWN, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that (he)(she) signed it voluntarily for its stated purpose (as \_\_\_\_\_ for \_\_\_\_\_, a \_\_\_\_\_).



*[Handwritten Signature]*

(official signature and seal of notary)

My commission expires:

Accepted and Agreed:

**BANK OF AMERICA, N.A.,**  
as Administrative Agent

By: 


Name: Mark D. Twomey






Title: Senior Vice President


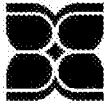





**SCHEDULE I**  
to  
**TRADEMARK SECURITY AGREEMENT**


**TRADEMARK REGISTRATIONS AND APPLICATIONS**

**MLA Multibrand Holdings, Inc.**  
**U.S. Trademark Portfolio (Federal)**




<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u>	<u>Classes</u>
BC BG	R 1939918	R 12/5/1995	25
BC BG	R 2162708	R 6/2/1998	18
BC BG	R 2166425	R 6/16/1998	9
BC BG	R 2229364	R 3/2/1999	35
BC BG	R 2408974	R 11/28/2000	14
BC BG MAX AZRIA	R 2160919	R 5/26/1998	25
BC BG MAX AZRIA	R 2162709	R 6/2/1998	18
BC BG MAX AZRIA	R 2229365	R 3/2/1999	35
BC BG MAX AZRIA	R 2229366	R 3/2/1999	9
BCBG	R 2872074	R 8/10/2004	4
BCBG	R 2581591	R 6/18/2002	3
BCBG ATTITUDE	R 3094172	R 5/16/2006	25
BCBG MAX AZRIA	R 2581590	R 6/18/2002	3
BCBG MAX AZRIA	R 2362512	R 6/27/2000	14
BCBG MAX AZRIA Logo 	A 78897511	F 5/31/2006	3

<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u>	<u>Classes</u>
BCBG MAX AZRIA Logo 	A 78897514	F 5/31/2006	9
BCBG MAX AZRIA Logo 	A 78897519	F 5/31/2006	14
BCBG MAX AZRIA Logo 	A 78897524	F 5/31/2006	18
BCBG MAX AZRIA Logo 	A 78897527	F 5/31/2006	25
BCBG MAX AZRIA Logo 	A 78897535	F 5/31/2006	35
BCBGENERATION	A 77348730	F 12/11/2007	3
BCBGENERATION	A 77348738	F 12/11/2007	9
BCBGENERATION	A 77348743	F 12/11/2007	14
BCBGENERATION	A 77348756	F 12/11/2007	18
BCBGENERATION	A 77348765	F 12/11/2007	25
BCBGENERATION	A 77348777	F 12/11/2007	35
BCBG PARIS	A 77693186	F 3/17/2009	25
BCBGMAXAZRIA RUNWAY	R 3409776	R 4/8/2008	25

<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u>	<u>Classes</u>
BCBGIRLS	R 2968181	R 7/12/2005	18
BCBGIRLS	R 2622150	R 9/17/2002	3
BCBGIRLS	R 2754256	R 8/19/2003	25
Butterfly Logo 	A 77553857	F 8/22/2008	3
Butterfly Logo 	R 3598246	R 3/31/2009	9
Butterfly Logo 	A 77553901	F 8/22/2008	14
Butterfly Logo 	R 3598249	R 3/31/2009	18
Butterfly Logo 	R 3598250	R 3/31/2009	25
Butterfly Logo 	R 3504130	R 9/23/2008	35
HERVE LEGER	R 2090637	R 8/26/1997	3, 18, 25
HERVE LEGER PARIS & Design 	R 2062875	R 5/20/1997	25
MA BY MAX AZRIA	A 77166921	A 4/26/2007	25
MAX AND CLEO	R 3153856	R 10/10/2006	25

<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u>	<u>Classes</u>
MAX AZRIA	A 78827908	F 3/2/2006	3
MAXAZRIA	R 3577982	R 2/17/2009	9
MAX AZRIA	R 3415997	R 4/22/2008	14
MAX AZRIA	R 3415966	R 4/22/2008	18
MAX AZRIA	R 3274680	R 8/7/2007	25
MAX AZRIA	A 77751516	F 6/3/2009	35
MAXIME	R 2285116	R 10/12/1999	25
NAKED CLOTH	A 77323895	11/7/2007	25
NAKED CLOTH	A 77323908	11/7/2007	35
PARALLEL	R 3477894	R 7/29/2008	18
PARALLEL	R 1747190	R 1/19/1993	25 (See Endnote i)
PARALLEL	A 78534742	F 12/17/2004	25 (See Endnote ii)
PARALLEL	R 3338772	R 11/20/2007	35
TO THE MAX	R 1401347	R 7/15/1986	25
TO THE MAX Logo  	A 77341648	A 11/30/2007	25
TO THE MAX (California State Registration)	R 93049	R 9/25/1990	25

**Max Rave LLC**  
**U.S. Trademark Portfolio (Federal and State)**

<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u>	<u>Classes</u>
G + G (Stylized) 	R 1285656	R 7/10/1984	42
LOLA	R 3399602	R 3/18/2008	25
LOLA	R 3410475	R 4/8/2008	35
LOLA & Design 	R 2463053	R 06/26/2001	25
LOLA & Design 	R 1301774	R 10/23/1984	25
MAX RAVE	A 78950683	F 8/11/2006	3
MAX RAVE	R 3506656	R 9/23/2008	9
MAX RAVE	R 3407283	R 4/1/2008	14
MAX RAVE	R 3407284	R 4/1/2008	18
MAX RAVE	R 3407285	R 4/1/2008	25
MAX RAVE	R 3407286	R 4/1/2008	35
SHOP COOL SAVE BIG	R 2889805	R 9/28/2004	35
SHOP COOL. SAVE BIG.	R 2885679	R 9/21/2004	35

# **U.S. TRADEMARK STATUS CHART**

**Street Beat Sportswear, Inc.**

<b><u>Mark</u></b>	<b><u>Appl./Reg. No.</u></b>	<b><u>Filing/Reg. Date</u></b>	<b><u>Classes</u></b>
STREET BEAT	R 3432861	R 5/20/2008	25
TRUE PEOPLE	R 2435939	R 3/13/2001	25
FARLOW	R 3358201	R 12/18/2007	25
TRUE PEOPLE	A 77065550	F 12/15/2006	35








**MLA Multibrand Holdings, Inc.**  
**International Trademark Portfolio**

(Note: Some marks are pending recordation of the assignment to MLA)

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> <u>(m/dd/yyyy)</u>	<u>Classes</u>
Africa (OAPI)	BCBGIRLS	R 44013	R 6/22/2001	3
Albania	BCBGIRLS	R 8987	R 5/09/2002	3
Algeria	BCBGIRLS	R 060260	R 1/28/2002	3
Andorra	BCBGIRLS	R 25933	R 2/6/2001	3
Angola	BCBGIRLS	R 10692	R 12/04/2002	3
Anguilla	BCBGIRLS	R 3352	R 9/05/2001	3
Antigua and Barbados	BCBGIRLS	R 5832	R 2/06/2003	3
Argentina	BCBG MAX AZRIA	R 1881473	R 8/12/2002	3
Argentina	BCBGIRLS	R 1879801	R 7/25/2002	3
Argentina	BCBG MAX AZRIA	R 1881474	R 8/12/2002	9
Argentina	BCBG MAX AZRIA	R 1881475	R 8/12/2002	14
Argentina	BCBG MAX AZRIA	R 1881476	R 8/12/2002	18
Argentina	BCBG MAX AZRIA	R 1840796	R 8/21/2001	25
Argentina	BCBG MAX AZRIA	R 2017615	R 3/29/2005	35
Armenia	BCBGIRLS	R 6696	R 4/03/2002	3, 21
Aruba	BCBGIRLS	R 21075	R 2/20/2001	3
Australia	BC BG MAX AZRIA	R 755291	R 9/18/1997	25
Australia	BCBC MAX AZRIA	R 754499	R 2/12/1999	3, 9, 14, 18, 25, 35
Australia	BCBG	R 754501	R 3/30/1999	25

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Australia	BCBGIRLS	R 864243	R 10/10/2001	3
Austria	BCBGIRLS	R 196692	R 6/6/2001	3
Azerbaijan	BCBGIRLS	R N20030042	R 1/23/2003	3, 21
Bahamas	BCBGIRLS	R 23661	F 2/16/2001	LC 48* (*equivalent of IC 3)
Bahrain	BCBGIRLS	R 29888	R 2/12/2003	3
Bahrain	BCBG MAX AZRIA	A 59962	F 10/2/2007	3
Bahrain	BCBG MAX AZRIA	A 59963	F 10/2/2007	9
Bahrain	BCBG MAX AZRIA	A 59964	F 10/2/2007	14
Bahrain	BCBG MAX AZRIA	A 59965	F 10/2/2007	18
Bahrain	BCBG MAX AZRIA	A 59966	F 10/2/2007	25
Bahrain	BCBG MAX AZRIA	A 59967	F 10/2/2007	35
Bahrain	BCBG	A 59968	F 10/2/2007	25
Bangladesh	BCBGIRLS	A 69217	F 2/05/2001	3
Barbados	BCBGIRLS	R 8113138	R 12/20/2001	3
Belarus	BCBGIRLS	R 17921	R 10/22/2003	3, 21
Benelux	BCBGIRLS	R 690505	R 1/18/2001	3, 5
Bermuda	BCBGIRLS	R 32889	R 2/20/2002	3
Bhutan	BCBGIRLS	R BT/M/2004/4731	R 12/13/2004	3
Bolivia	BCBGIRLS	R 88682C	R 11/13/2002	3
Bosnia-Herzegovina	BCBGIRLS	R BAZ014802	R 6/9/2006	3
Botswana	BCBGIRLS	R BW/M/01/00311	R 6/26/2006	3
Brazil	BCBG	R 819842206	R 3/29/2005	25



<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Brazil	BCBG	R 819842214	R 8/01/2000	42
Brazil	BCBG MAX AZRIA (Stylized) 	R 821045040	R 9/04/2001	3
Brazil	BCBG MAX AZRIA (Stylized) 	R 821045059	R 9/04/2001	35
Brazil	BCBG MAX AZRIA (Stylized) 	R 821045067	R 11/18/2001	14
Brazil	BCBG MAX AZRIA (Stylized) 	R 821045075	R 6/04/2002	25
Brazil	BCBG MAX AZRIA (Stylized) 	A 821045083	F 9/08/1998	9* (*watches in IC 9, not 14)
Brazil	BCBGIRLS	R 823114074	R 6/26/2007	3
Brazil	BCBG MAX AZRIA	A 829395954	F 10/3/2007	3
Brazil	BCBG MAX AZRIA	A 829395903	F 10/3/2007	9
Brazil	BCBG MAX AZRIA	A 829395946	F 10/3/2007	14
Brazil	BCBG MAX AZRIA	A 829395938	F 10/3/2007	18
Brazil	BCBG MAX AZRIA	A 829395920	F 10/3/2007	25
Brazil	BCBG MAX AZRIA	A 829395911	F 10/3/2007	35

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Bulgaria	BCBGIRLS	R 41901	R 4/26/2002	3
Canada	B.C.B.G. MAX AZRIA BON CHIC – BON GENRE	R TMA489640	R 2/10/1998	See Endnote iii
Canada	BC BG MAX AZRIA	R TMA 573447	R 1/10/2003	See Endnote iv
Canada	BCBG	R TMA504263	R 11/18/1998	See Endnote v
Canada	BCBGIRLS	R TMA631203	R 1/26/2005	See Endnote vi
Canada	BCBGIRLS	R TMA603071	R 2/24/2004	See Endnote vii
Canada	HERVE LEGER	R TMA507845	R 2/10/1999	See Endnote vii
Canada	MAX AZRIA	R TMA 573614	R 1/14/2003	See Endnote viii
Canada	MAXIME	R TMA 546395	R 6/08/2001	See Endnote ix
Canada	PARALLEL	R TMA 559460	R 3/20/2002	See Endnote x
Canada	TO THE MAX	R TMA 546370	R 6/8/2001	See Endnote xi
Canada	WITHIN	A 1445333	F 7/20/2009	See Endnote xii
Canada	WITHIN BY BCBG MAX AZRIA	A 1445336	F 7/20/2009	See Endnote xiii
Chile	BC BG MAX AZRIA	R 554817	R 12/03/1999	3
Chile	BC BG MAX AZRIA	R 589925	R 2/12/2001	9
Chile	BC BG MAX AZRIA	R 554816	R 12/03/1999	14
Chile	BC BG MAX AZRIA	R 554815	R 12/03/1999	18
Chile	BC BG MAX AZRIA	R 554818	R 12/03/1999	25
Chile	BCBG MAX AZRIA	R 656570	R 1/29/2003	35
Chile	BCBGIRLS	R 616699	R 1/14/2002	3
China	BC BG MAX AZRIA	R 1389232	R 4/28/2000	3
China	BC BG MAX AZRIA	R 1420403	R 7/14/2000	9

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> <u>(m/dd/yyyy)</u>	<u>Classes</u>
China	BC BG MAX AZRIA	R 1395328	R 5/14/2000	14
China	BC BG MAX AZRIA	R 1407740	R 6/14/2000	18
China	BCBG	R 4233790	R 9/28/2007	3
China	BCBG	R 4233791	R 1/28/2007	9
China	BCBG	R 4233792	R 9/28/2007	14
China	BCBG	A 4233807	F 8/23/2004	18
China	BCBG	A 4233808	F 8/23/2004	25
China	BCBG	R 4233809	R 1/28/2008	35
China	BCBGENERATION	A 7302373	F 4/3/2009	25
China	BCBGENERATION	A 7302372	F 4/3/2009	35
China	TO THE MAX	R 4241261	R 10/14/2007	3
China	TO THE MAX	R 4241256	R 1/28/2007	9
China	TO THE MAX	R 4241260	R 10/14/2007	14
China	TO THE MAX	R 4241259	R 4/7/2008	18
China	TO THE MAX	R 4241258	R 4/7/2008	25
China	TO THE MAX	R 4241257	R 1/28/2008	35
China	BCBG (Stylized) <b>B.C.B.G.</b>	R 905286	R 11/28/1996	25
China	BCBG MAX AZRIA	R 1246718	R 2/13/1999	25
China	BCBGIRLS	R 3556282	R 6/28/2005	18
China	BCBGIRLS	R 3556316	R 8/28/2005	25
China	BCBGIRLS	R 1775368	R 5/28/2002	3
Colombia	BC BG MAX AZRIA	R 248002	R 8/29/2001	3



<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> <u>(m/dd/yyyy)</u>	<u>Classes</u>
Colombia	BC BG MAX AZRIA	R 247585	R 8/29/2001	9
Colombia	BC BG MAX AZRIA	R 247584	R 8/29/2001	14
Colombia	BC BG MAX AZRIA	R 247586	R 8/29/2001	18
Colombia	BC BG MAX AZRIA	R 248001	R 8/29/2001	25
Colombia	BC BG MAX AZRIA	R 248003	R 8/29/2001	42
Colombia	BCBG	R 248004	R 8/29/2001	25
Colombia	BCBGIRLS	R 249915	R 1/21/2001	3
Conga, The Democratic Republic of	BCBGIRLS	R 8268.2001	R 10/12/2001	3
Costa Rica	BCBGIRLS	R 127589	R 8/20/2001	3
Croatia	BCBGIRLS	R Z20010066	R 1/18/2001	3
Cuba	BCBGIRLS	R 52.2001	R 4/02/2003	3
Cyprus	BCBGIRLS	A 59110	F 1/24/2001	3
Czech Republic	BCBG	R 260945	R 2/24/2004	25
Czech Republic	BCBG MAX AZRIA	R 260944	R 2/24/2004	3, 9, 14, 18, 25, 35
Czech Republic	BCBGIRLS	R 239798	R 12/19/2001	3, 5
Denmark	BCBGIRLS	R 2001 4917 VR	R 12/6/2001	3
Dominica	BCBGIRLS	A 7/2009	F 2/7/2009	3
Dominican Republic, The	BCBGIRLS	R 135020	R 4/15/2001	3
Dominican Republic, The	BCBG MAX AZRIA	R 164750	R 12/31/2007	3
Dominican Republic, The	BCBG MAX AZRIA	R 164883	R 12/31/2007	9


<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> <u>(m/dd/yyyy)</u>	<u>Classes</u>
Dominican Republic, The	BCBG MAX AZRIA	R 164786	R 12/31/2007	14
Dominican Republic, The	BCBG MAX AZRIA	R 164787	R 12/31/2007	18
Dominican Republic, The	BCBG MAX AZRIA	R 164909	R 12/31/2007	25
Dominican Republic, The	BCBG MAX AZRIA	R 164793	R 12/31/2007	35
Dominican Republic, The	BCBG	R 164908	R 12/31/2007	25
Ecuador	BCBGIRLS	R 15741.02	R 4/18/2002	3
Egypt	BC BG MAX AZRIA	R 119536	R 8/28/2007	18
Egypt	BCBG MAX AZRIA	R 119533	R 7/1/2002	3
Egypt	BCBG MAX AZRIA	R 119535	R 8/28/2007	14
Egypt	BCBG MAX AZRIA	R 119534	R 8/28/2007	9
Egypt	BCBG MAX AZRIA	A 207980	F 10/11/2007	25
Egypt	BCBG	A 207981	F 10/11/2007	25
El Salvador	BCBGIRLS	R 67145	R 11/21/2001	3
Estonia	BCBGIRLS	R 35695	R 2/13/2002	3
European Community (CTM)	BCBG	A 4831129	F 1/12/2006	3, 9, 14, 18, 25
European Community (CTM)	BCBG	A 006344519	F 10/09/2007	35
European Community (CTM)	BCBG MAX AZRIA	A 006850895	F 4/21/2008	3, 9, 14, 18, 25
European Community (CTM)	BCBG MAX AZRIA	A 006344436	F 10/09/2007	35

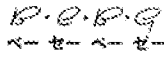
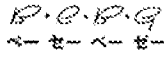
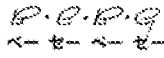
<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> <u>(m/dd/yyyy)</u>	<u>Classes</u>
European Community (CTM)	BCBG MAX AZRIA (Stylized)  M A X A Z R I A	R 594473	R 4/20/1999	3, 9, 14, 18, 25
European Community (CTM)	BCBGIRLS	R 3134624	R 8/23/2004	9, 18, 25
European Community (CTM)	MAX AND CLEO	R 4681276	R 10/26/2006	14, 18, 25
European Community (CTM)	MAX AZRIA	R 4881215	R 2/6/2006	3, 9, 14, 18, 25
Fiji	BCBGIRLS	A 253/2001	F 7/12/2001	3
Finland	BCBGIRLS	R 222894	R 1/31/2002	3
France	BCBG	R 1285534	R 10/3/1984	25
France	BCBG (Stylized) 	R 94 539698	R 10/11/1994	25
France	BCBG MAX AZRIA	R 3065004	F 11/16/2000	3
France	BCBG MAX AZRIA	R 3065000	F 11/16/2000	14
France	BCBG MAX AZRIA	R 3064998	F 11/16/2000	18
France	BCBG MAX AZRIA	R 3065001	F 11/16/2000	9
France	BCBG MAX AZRIA	R 3064997	F 11/16/2000	25
France	BCBG MAX AZRIA	R 3064995	F 11/16/2000	35
France	BCBGIRLS	R 01 3076788	R 6/22/2001	3
Gaza District	BCBGIRLS	R 7718	R 4/9/2002	3
Georgia	BCBGIRLS	R 14447	R 5/01/2002	3, 21



<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Germany	B.C.B.G. BON CHIC. BON GENRE (Stylized) <b>B.C.B.G.</b> bon chic · bon genre	R 2911884	R 9/20/1995	25
Germany	BCBGIRLS	R 30103460	R 7/13/2001	3
Ghana	BCBGIRLS	R 31596	F 1/30/2001	3
Greece	BCBG	R 143899	R 10/17/2001	25
Greece	BCBG MAX AZRIA	R 143900	R 10/17/2001	3
Greece	BCBG MAX AZRIA	R 143901	R 10/17/2001	9
Greece	BCBG MAX AZRIA	R 143902	R 10/17/2001	14
Greece	BCBG MAX AZRIA	R 143903	R 10/17/2001	18
Greece	BCBG MAX AZRIA	R 143904	R 10/17/2001	25
Greece	BCBGIRLS	R 148641	R 3/27/2003	18, 25
Greece	BCBGIRLS	R 146020	R 2/06/2001	3
Greece	BCBG MAX AZRIA	R 152736	R 9/24/2007	35
Guatemala	BCBGIRLS	R 114856	R 1/17/2002	3
Guyana	BCBGIRLS	R 18415A	F 10/20/2006	3
Haiti	BCBGIRLS	R 318129	R 9/12/2001	3
Honduras	BCBGIRLS	R 82368	R 8/16/2001	3
Hong Kong	BCBG	R 1999B08040	R 2/24/1998	25
Hong Kong	BCBG MAX AZRIA	R 1999B14971	R 10/29/1998	35
Hong Kong	BCBG MAX AZRIA	R 2000B04445AA	R 2/24/1998	3, 9, 14, 18, 25

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Hong Kong	BCBGIRLS	R 2003B13901	R 1/18/2001	3
Hong Kong	BCBGIRLS	R 2003B16724	R 3/21/2003	18
Hong Kong	BCBGIRLS	R 2003B16725	R 3/21/2003	25
Hong Kong	TO THE MAX	R 2004B00805AA	R 8/27/1999	25, 35
Hong Kong	TO THE MAX	R 300253494	R 7/21/04	3, 9, 14, 18
Hungary	BCBG	R 170276	R 5/13/2002	25
Hungary	BCBG MAX AZRIA	R 168557	R 1/23/2002	3
Hungary	BCBG MAX AZRIA	R 168551	R 1/23/2002	9
Hungary	BCBG MAX AZRIA	R 168550	R 1/23/2002	14
Hungary	BCBG MAX AZRIA	R 168549	R 1/23/2002	18
Hungary	BCBG MAX AZRIA	R 168548	R 1/23/2002	35
Hungary	BCBG MAX AZRIA	R 170279	R 5/13/2002	25
Hungary	BCBGIRLS	R 168352	R 1/16/2002	3
Iceland	BCBGIRLS	R 3092001	R 3/03/2001	3
India	BC BG MAX AZRIA	R 829067	R 11/24/1998	3
India	BC BG MAX AZRIA	R 829068	R 11/24/1998	9
India	BCBG MAX AZRIA (Stylized) 	R 829071	R 11/24/1998	14
India	BCBG MAX AZRIA (Stylized) 	R 829069	R 11/24/1998	18

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
India	BCBG MAX AZRIA (Stylized) 	R 829070	R 11/24/1998	25
India	BCBG MAX AZRIA	R 904989	R 2/21/2000	14
India	BCBG MAX AZRIA	R 904991	R 2/21/2000	18
India	BCBG MAX AZRIA	R 904990	R 2/21/2000	25
India	BCBGIRLS	R 985861	R 1/24/2001	3
Indonesia	BCBG	R 435904	R 12/27/1999	25
Indonesia	BCBG MAX AZRIA	R 435898	R 12/27/1999	3
Indonesia	BCBG MAX AZRIA	R 435899	R 12/27/1999	9
Indonesia	BCBG MAX AZRIA	R 435900	R 12/27/1999	14
Indonesia	BCBG MAX AZRIA	R 435901	R 12/27/1999	18
Indonesia	BCBG MAX AZRIA	R 435902	R 12/27/1999	25
Indonesia	BCBG MAX AZRIA	R 435903	R 12/27/1999	35
Indonesia	BCBGIRLS	R 494747	R 1/22/2001	3
International Register <sup>xiv</sup>	BCBG	R 670341A	R 3/18/1997	25
International Register <sup>xv</sup>	BCBG	R 670341B	R 3/18/1997	25
Iran	BCBGIRLS	R 99341	R 7/14/2002	3
Ireland	B.C.B.G.	R 166183	R 8/25/1994	25
Ireland	BCBGIRLS	R 220306	R 4/04/2002	3
Israel	BC BG MAX AZRIA	R 122331	R 9/10/1998	3
Israel	BC BG MAX AZRIA	R 122332	R 9/10/1998	9
Israel	BC BG MAX AZRIA	R 122333	R 9/10/1998	14

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Israel	BC BG MAX AZRIA	R 122334	R 9/10/1998	18
Israel	BC BG MAX AZRIA	R 122335	R 9/10/1998	25
Israel	BC BG MAX AZRIA	R 122336	R 9/10/1998	35
Israel	BCBG	R 110931	R 3/09/1997	25
Israel	BCBG	R 110932	R 3/09/1997	42
Israel	BCBGIRLS	R 145907	R 4/09/2002	3
Italy	BCBGIRLS	R 981273	F 11/2/2005	3
Jamaica	BCBGIRLS	R 9826	R 1/22/2001	3
Japan	B.C.B.G. (Stylized) 	R 2044506	R 4/26/1988	6, 14, 18, 21, 22, 25, 26
Japan	B.C.B.G. (Stylized) 	R 2034981	R 3/30/1988	3, 6, 8, 10, 14, 18, 21, 25, 26
Japan	B.C.B.G. MAX AZRIA	R 4124128	R 3/13/1998	25
Japan	B.C.B.G. (Stylized) 	R 2714133	R 5/31/1996	5, 9, 10, 16-18, 20-22, 24, 25, 28
Japan	BC BG MAX AZRIA	R 4342715	R 12/10/1999	18
Japan	BCBG	R 2193257	R 11/28/1989	9, 14
Japan	BC BG MAX AZRIA	R 4399293	R 7/14/2000	3
Japan	BCBGIRLS	R 4572633	R 5/31/2002	3
Japan	TO THE MAX	R 4516409	R 10/26/2001	25

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Japan	WITHIN	A 2009-052524	F 7/10/2009	3
Japan	WITHIN BY BCBG MAX AZRIA	A 2009-052530	F 7/10/2009	3
Jordan	BCBG	R 76587	R 5/9/2005	25
Jordan	BCBG	R 76588	R 5/9/2005	35
Jordan	BCBG	R 76589	R 5/9/2005	42
Jordan	BCBGIRLS	R 62206	R 11/11/2002	3
Jordan	BCBG MAX AZRIA	R 76590	R 5/9/2005	3
Jordan	BCBG MAX AZRIA	R 76585	R 5/9/2005	9
Jordan	BCBG MAX AZRIA	R 76591	R 5/9/2005	14
Jordan	BCBG MAX AZRIA	R 76586	R 5/9/2005	18
Jordan	BCBG MAX AZRIA	R 76592	R 5/9/2005	25
Jordan	BCBG MAX AZRIA	R 76593	R 5/9/2005	35
Jordan	BCBG MAX AZRIA	R 76594	R 5/9/2005	42
Kazakhstan	BCBGIRLS	R 13369	R 4/01/2002	3
Kenya	BCBGIRLS	R 51225	R 2/25/2002	3
Korea (South)	BCBG MAX AZRIA	R 337692	R 4/22/1996	3
Korea (South)	MAXAZRIA	R 387731	R 12/23/1997	25
Korea (South)	MAXAZRIA	R 407403	R 7/02/1998	25
Korea (South)	BCBGIRLS	R 534907	R 11/12/2002	3
Korea (South)	MAX AZRIA	R 769928	R 11/24/2008	3
Korea (South)	MAX AZRIA	R 755931	R 8/4/2008	9
Korea (South)	MAX AZRIA	R 755932	R 8/4/2008	14
Korea (South)	MAX AZRIA	R 769929	R 11/14/2008	18

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Korea (South)	MAX AZRIA	R 777224	R 1/28/2009	25
Korea (South)	MAX AZRIA	R 175388	R 10/8/2008	35
Korea (South)	BCBGENERATION	R 761598	R 9/18/2008	3
Korea (South)	BCBGENERATION	R 761599	R 9/18/2008	9
Korea (South)	BCBGENERATION	R 761414	R 9/17/2008	14
Korea (South)	BCBGENERATION	R 766697	R 10/28/2008	25
Korea (South)	BCBGENERATION	A 40-2007-28624	F 11/1/2007	35
Kuwait	BCBG	R 38429	R 3/05/2002	25
Kuwait	BCBG MAX AZRIA	R 38412	R 3/05/2002	35
Kuwait	BCBG MAX AZRIA	R 38413	R 3/05/2002	25
Kuwait	BCBG MAX AZRIA	R 40389	R 7/24/2002	9
Kuwait	BCBG MAX AZRIA	R 40388	R 7/24/2002	18
Kuwait	BCBG MAX AZRIA	R 39312	R 5/18/2002	14
Kuwait	BCBG MAX AZRIA	R 37488	R 1/12/2002	3
Kuwait	BCBGIRLS	R 51503	R 2/21/2008	3
Kyrgyzstan	BCBGIRLS	R 6170	R 1/22/2001	3, 21
Laos	BCBGIRLS	R 8221	R 4/03/2001	3
Latvia	BCBGIRLS	R M48936	R 1/22/2001	3
Lebanon	BCBG	R 75672	R 5/04/1998	25
Lebanon	BCBG MAX AZRIA	R 75673	R 5/04/1998	3, 9, 14, 18, 25, 35
Lebanon	BCBGIRLS	R 86520	R 2/24/2001	3
Lesotho	BCBGIRLS	R LSM01/00097	R 6/20/2002	3
Liberia	BCBGIRLS	R 2001/00036	R 5/19/2001	3

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Liechtenstein	BCBGIRLS	R 12017	R 5/21/2001	3
Lithuania	BCBGIRLS	R 43411	R 1/19/2001	3
Macao	BCBGIRLS	R N7574	R 7/10/2001	3
Macedonia	BCBGIRLS	R 10455	R 1/18/2001	3
Malawi	BCBGIRLS	R 38/2001	R 2/18/2002	3
Malaysia	BCBG MAX AZRIA	R 98003218	R 3/16/1998	3
Malaysia	BCBG MAX AZRIA	R 98003219	R 3/16/1998	9
Malaysia	BCBG MAX AZRIA	R 98003220	R 3/16/1998	14
Malaysia	BCBG MAX AZRIA	R 9803221	R 4/21/2007	18
Malaysia	BCBG MAX AZRIA	A 9803223	F 3/16/1998	25
Malaysia	BCBG MAX AZRIA	R 9803222	R 3/6/2008	35
Malaysia	BCBG	R 9803224	R 1/16/2007	25
Malaysia	BCBGIRLS	R 01001807	R 2/14/2001	3
Malta	BCBGIRLS	R 33116	R 11/20/2001	3
Mauritius	BCBGIRLS	R 101	R 10/10/2001	3
Mauritius	BCBG	A MUM/08/07675	F 6/9/2008	18, 25
Mexico	BCBG	R 924722	R 7/21/2005	25
Mexico	BCBG MAX AZRIA	R 499560	R 4/05/1995	3
Mexico	BCBG MAX AZRIA	R 499564	R 4/05/1995	25
Mexico	BCBG MAX AZRIA	R 499565	R 4/05/1995	14
Mexico	BCBG MAX AZRIA	R 597805	R 10/19/1998	9
Mexico	BCBG MAX AZRIA	R 597806	R 10/19/1998	18
Mexico	BCBG MAX AZRIA	R 616022	R 10/19/1998	42
Mexico	BCBGIRLS	R 695212	R 4/20/2001	3

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Mexico	MAX AZRIA	R 947699	R 8/16/2006	3
Mexico	MAX AZRIA	R 947445	R 8/9/2006	9
Mexico	MAX AZRIA	R 947446	R 8/9/2006	14
Mexico	MAX AZRIA	R 947447	R 8/9/2006	18
Mexico	MAX AZRIA	R 947448	R 8/9/2006	25
Moldova, Republic of	BCBG	R 11601	R 12/8/2004	25
Moldova, Republic of	BCBG MAX AZRIA	R 11602	R 12/8/2004	25
Moldova , Republic of	BCBGIRLS	R 8424	R 12/20/2001	3
Monaco	BCBGIRLS	R 0122248	R 4/20/2001	3
Mongolia	BCBG	R 2940	R 2/09/2000	25
Mongolia	BCBG MAX AZRIA	R 2939	R 2/09/2000	25
Mongolia	BCBG MAX AZRIA	R 3080	R 6/27/2000	3, 9, 14, 18, 25, 35
Mongolia	BCBGIRLS	R 4349	R 8/11/2003	3
Montserrat	BCBGIRLS	R 3198	R 6/13/2001	3
Morocco	BCBGIRLS	R 77440	R 5/18/2001	3
Morocco	BCBG	R 113163	R 1/15/2008	25
Morocco	BCBG MAX AZRIA	R 113162	R 1/15/2008	3, 9, 14, 18, 25, 35
Mozambique	BCBGIRLS	R 5016/2001	R 3/14/2003	3
Namibia, Republic of	BCBGIRLS	R 01/0107	R 1/31/2001	3
Nepal	BCBGIRLS	R 19581/060	R 9/02/2003	3



<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Netherlands Antilles	BCBGIRLS	R 00460	R 5/23/2001	3
New Zealand	BCBGIRLS	R 630974	R 1/18/2001	3
Nicaragua	BCBGIRLS	R 51318CC	R 10/05/2001	3
Norway	BCBGIRLS	R 210092	R 8/23/2001	3
Oman	BCBGIRLS	R 27344	R 2/20/2002	3
Oman	BCBG MAX AZRIA	A 47014	F 9/19/2007	3
Oman	BCBG MAX AZRIA	A 47015	F 9/19/2007	9
Oman	BCBG MAX AZRIA	A 47016	F 9/19/2007	14
Oman	BCBG MAX AZRIA	A 47017	F 9/19/2007	18
Oman	BCBG MAX AZRIA	A 47018	F 9/19/2007	25
Oman	BCBG MAX AZRIA	A 47019	F 9/19/2007	35
Oman	BCBG	A 47020	F 9/19/2007	25
Pakistan	BCBG	R 151885	R 12/11/1998	25
Pakistan	BCBG MAX AZRIA	A 151886	F 12/11/1998	3
Pakistan	BCBG MAX AZRIA	R 151887	R 12/11/1998	9
Pakistan	BCBG MAX AZRIA	R 151888	R 12/11/1998	14
Pakistan	BCBG MAX AZRIA	R 151889	R 12/11/1998	18
Pakistan	BCBG MAX AZRIA	R 151890	R 12/11/1998	25
Pakistan	BCBGIRLS	A 168601	F 1/19/2001	3
Panama	BC BG	R 98153	R 12/31/1998	25
Panama	BC BG MAX AZRIA	R 98155	R 12/31/1998	14
Panama	BC BG MAX AZRIA	R 98156	R 12/31/1998	25
Panama	BC BG MAX AZRIA	R 98157	R 12/31/1998	3

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Panama	BC BG MAX AZRIA	R 98158	R 12/31/1998	18
Panama	BC BG MAX AZRIA	R 98160	R 12/31/1998	9
Panama	BC BG MAX AZRIA	R 98154	R 12/31/1998	35
Panama	BCBGIRLS	R 11605901	R 3/12/2003	3
Papua New Guinea	BCBGIRLS	R 63792	F 5/04/2001	3
Paraguay	BCBGIRLS	R 240737	R 10/30/2001	3
Paraguay	BCBG MAX AZRIA	A 30717	F 8/28/2009	25
Peru	BC BG	R 00065073	R 7/27/2000	25
Peru	BC BG MAX AZRIA	R 00061499	R 2/28/2000	9
Peru	BC BG MAX AZRIA	R 00061500	R 2/28/2000	18
Peru	BC BG MAX AZRIA	R 00062893	R 4/24/2000	14
Peru	BC BG MAX AZRIA	R 00061501	R 2/28/2000	3
Peru	BC BG MAX AZRIA	R 00062145	R 3/21/2000	25
Peru	BC BG MAX AZRIA	R 00020661	R 3/13/2000	35
Peru	BCBGIRLS	R 00071956	R 5/29/2001	3
Philippines	BC BG	R 41998009403	R 12/31/2005	25
Philippines	BC BG MAX AZRIA	R 41998009405	R 8/17/2006	3
Philippines	BC BG MAX AZRIA	R 41998009402	R 10/31/2005	9
Philippines	BC BG MAX AZRIA	R 41998009404	R 12/31/2005	14
Philippines	BC BG MAX AZRIA	R 41998009406	R 9/3/2006	18
Philippines	BC BG MAX AZRIA	R 41998009407	R 9/3/2006	25
Philippines	BC BG MAX AZRIA	R 41998009408	R 7/16/2006	35
Poland	BCBGIRLS	R R-155555	R 1/24/2001	3

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Poland	BCBG MAX AZRIA	R 216664	R 10/17/2007	3, 9, 14, 18, 25, 35
Portugal	BCBG	R 303243B	R 8/02/1995	25
Portugal	BCBGIRLS	R 353085	R 12/04/2001	3
Puerto Rico	BCBG	R 42445	R 2/13/1998	25
Puerto Rico	BCBG MAX AZRIA	R 49182	F 4/18/2000	3
Puerto Rico	BCBG MAX AZRIA	R 49304	F 4/18/2000	9
Puerto Rico	BCBG MAX AZRIA	R 49306	F 4/18/2000	14
Puerto Rico	BCBG MAX AZRIA	R 49305	F 4/18/2000	18
Puerto Rico	BCBG MAX AZRIA	R 49358	F 4/18/2000	25
Puerto Rico	BCBG MAX AZRIA	R 49183	F 4/18/2000	35
Puerto Rico	BCBGIRLS	R 52661	R 10/09/2002	3
Qatar	BCBGIRLS	R 24756	R 12/13/2005	3
Qatar	BCBG MAX AZRIA	A 47670	F 11/15/2007	3
Qatar	BCBG MAX AZRIA	A 47671	F 11/15/2007	9
Qatar	BCBG MAX AZRIA	A 47672	F 11/15/2007	14
Qatar	BCBG MAX AZRIA	A 47673	F 11/15/2007	18
Qatar	BCBG MAX AZRIA	A 47674	F 11/15/2007	25
Qatar	BCBG MAX AZRIA	A 47675	F 11/15/2007	35
Qatar	BCBG	A 47676	F 11/15/2007	25
Qatar	BCBGENERATION	A 54426	F 10/27/2008	3
Qatar	BCBGENERATION	A 54427	F 10/27/2008	9
Qatar	BCBGENERATION	A 54428	F 10/27/2008	14
Qatar	BCBGENERATION	A 54429	F 10/27/2008	18

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Qatar	BCBGENERATION	A 54430	F 10/27/2008	25
Qatar	BCBGENERATION	A 54431	F 10/27/2008	35
Romania	BCBGIRLS	R 45448	R 2/07/2001	3
Russian Federation	BCBG MAX AZRIA	R 294090	R 8/17/2005	3, 9, 14, 18, 25, 35
Russian Federation	BCBGIRLS	R 266793	R 1/19/2001	3
Saint Kitts and Nevis	BCBGIRLS	R 5179	R 3/01/2002	3
Saint Lucia	BCBGIRLS	R 021.2001	R 6/03/2001	3
Saudi Arabia	BCBG	R 518/32	R 3/01/1999	25
Saudi Arabia	BCBG MAX AZRIA	R 520/08	R 3/01/1999	3
Saudi Arabia	BCBG MAX AZRIA	R 520/09	R 3/01/1999	9
Saudi Arabia	BCBG MAX AZRIA	R 520/10	R 3/01/1999	14
Saudi Arabia	BCBG MAX AZRIA	R 520/11	R 3/01/1999	18
Saudi Arabia	BCBG MAX AZRIA	R 520/12	R 3/01/1999	25
Saudi Arabia	BCBG MAX AZRIA	A 134556	F 8/23/2008	35
Saudi Arabia	BCBGIRLS	R 601/22	R 12/03/2001	3
Saudi Arabia	HERVE LEGER	R 341/87	R 5/30/1995	3
Saudi Arabia	HERVE LEGER	R 341/88	R 5/30/1995	14
Saudi Arabia	HERVE LEGER	R 341/89	R 5/30/1995	18
Saudi Arabia	HERVE LEGER	R 341/90	R 5/30/1995	25
Serbia	BCBGIRLS	R 046762	R 5/18/2001	3
Seychelles	BCBGIRLS	R 6023	R 5/23/2003	3
Sierra Leone	BCBGIRLS	R 16818	F 7/11/2001	3 (LC 48)
Singapore	BCBG	R 98002697	R 3/26/1998	25

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Singapore	BCBG MAX AZRIA	R 00005673	R 4/05/2000	35
Singapore	BCBG MAX AZRIA	R 98002698	R 3/26/1998	18
Singapore	BCBG MAX AZRIA	R 98002699	R 3/26/1998	25
Singapore	BCBG MAX AZRIA	R 98002700	R 3/26/1998	3
Singapore	BCBG MAX AZRIA	R 98002701	R 3/26/1998	9
Singapore	BCBG MAX AZRIA	R 98002702	R 3/26/1998	14
Singapore	BCBGIRLS	R 01001512	R 2/06/2001	3
Slovakia	BCBGIRLS	R 198794	R 4/15/2002	3
Slovenia	BCBGIRLS	R 200170073	R 10/12/2001	3
South Africa	BC BG MAX AZRIA	R 98018726	R 11/05/2001	3
South Africa	BC BG MAX AZRIA	R 98018727	R 11/05/2001	9
South Africa	BC BG MAX AZRIA	R 98018728	R 11/05/2001	14
South Africa	BC BG MAX AZRIA	R 98018729	R 11/05/2001	18
South Africa	BC BG MAX AZRIA	R 98018730	R 11/05/2001	25
South Africa	BC BG MAX AZRIA	R 98018731	R 11/05/2001	35
South Africa	BC BG	R 98018732	R 11/05/2001	25
South Africa	BCBGIRLS	R 200101030	R 5/5/2006	3
Spain	BCBGIRLS	R 2510688M0	R 4/28/2003	3
Sri Lanka	BCBGIRLS	A 102080	F 2/06/2001	3
Sudan	BCBGIRLS	R 30046	R 1/20/2001	3
Suriname	BCBGIRLS	R 17682	R 2/16/2001	3
Sweden	BCBGIRLS	R 0352533	R 2/08/2002	3
Switzerland	BCBGIRLS	R 487445	R 8/30/2001	3

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Switzerland	BCBG MAX AZRIA	R 568269	R 2/19/2008	3, 9, 14, 18, 25, 35
Taiwan	BCBG (Stylized) <b>B.C.B.G.</b>	R 704962	R 1/16/1996	25
Taiwan	BCBG MAX AZRIA	R 999539	R 5/16/2002	25
Taiwan	BCBG MAX AZRIA	R 950892	R 7/16/2001	18
Taiwan	BCBG MAX AZRIA	R 933285	R 3/01/2001	14
Taiwan	BCBG MAX AZRIA	R 947889	R 7/01/2001	9
Taiwan	BCBG MAX AZRIA	R 929744	R 2/16/2001	3
Taiwan	BCBG MAX AZRIA	R 139337	R 3/01/2001	35
Taiwan	BCBGIRLS	R 1001331	R 6/16/2002	3
Taiwan	BCBGIRLS	R 01082811	R 1/16/2004	18
Taiwan	BCBGIRLS	R 01082812	R 1/16/2004	25
Taiwan	TO THE MAX	R 00920755	R 2/16/2000	25
Taiwan	TO THE MAX	R 00138044	R 2/16/2001	35
Tajikistan	BCBGIRLS	R 5395	R 3/12/2002	3
Tanganyika	BCBGIRLS	R 28712	R 3/18/2003	3
Tangier	BCBGIRLS	R 19531	R 7/26/2001	3
Thailand	BCBG MAX AZRIA	R 127799	R 11/18/1998	3
Thailand	BCBG MAX AZRIA	R 127099	R 11/18/1998	9
Thailand	BC BG MAX AZRIA	R 128464	R 11/18/1998	14
Thailand	BC BG MAX AZRIA	R 125566	R 11/18/1998	18
Thailand	BC BG MAX AZRIA	R 125565	R 11/18/1998	25
Thailand	BCBG MAX AZRIA	R 11459	R 11/18/1998	35

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Tonga	BCBGIRLS	R 01552	R 1/11/2002	3
Trinidad and Tobago	BCBGIRLS	R 31535	R 1/31/2002	3
Tunisia	BCBG	R E 980616	R 4/23/1998	25
Tunisia	BCBG MAX AZRIA	R E 980615	R 4/23/1998	3, 9, 14, 18, 25, 35
Turkey	BC BG	R 207392	R 11/26/1998	25
Turkey	BC BG MAX AZRIA	R 206338	R 11/20/1998	3, 9, 14, 18, 25
Turkey	BC BG MAX AZRIA	R 208283	R 4/19/1999	35
Turkey	BCBGIRLS	R 2001002079	R 2/05/2001	3, 5, 21
Turkey	MAX AZRIA	A 2008/72892	F 12/24/2008	25
Turkish Republic of North Cyprus	BCBGIRLS	R 5483	R 2/05/2001	3
Turkmenistan	BCBGIRLS	R 7277	R 11/08/2001	3
Turks and Caicos Islands	BCBGIRLS	R 12432	R 4/18/2001	3
Uganda	BCBGIRLS	R 24013	R 12/11/2001	3
Ukraine	BCBG	R 53854	R 10/31/2003	25
Ukraine	BCBG MAX AZRIA	R 53855	R 10/31/2003	25
Ukraine	BCBGIRLS	R 31626	R 5/15/2003	3, 21
United Arab Emirates	BCBGIRLS	R 32682	R 7/21/2002	3
United Kingdom	BCBGIRLS	R 2258247	R 7/29/2001	3

<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
United Kingdom	B.C.B.G. BON CHIC. BON GENRE (Stylized)  <b>BCBG</b> bon chic - bon genre	R 1584260	R 9/08/1994	25
Uruguay	BCBGIRLS	R 329393	R 7/02/2001	3
Uzbekistan	BCBGIRLS	R 11474	R 1/15/2001	3
Venezuela	BCBG	R P255094	R 2/9/2005	25
Venezuela	BCBG MAX AZRIA	R P255093	R 2/9/2005	25
Venezuela	BCBG MAX AZRIA	R N038890	R 4/20/1999	35
Venezuela	BCBG MAX AZRIA	R P211168	R 4/20/1999	18
Venezuela	BCBG MAX AZRIA	R P211169	R 4/20/1999	9
Venezuela	BCBG MAX AZRIA	R P211170	R 4/20/1999	14
Venezuela	BCBG MAX AZRIA	R P211171	R 4/20/1999	3
Venezuela	BCBGIRLS	R P244954	R 1/18/2001	3
Vietnam	BCBG	R 98422	F 3/27/2008	25
Vietnam	BCBG MAX AZRIA	R 65288	R 3/10/2004	25
Vietnam	BCBGIRLS	R 40589	R 4/04/2002	3
Vietnam	BCBG MAX AZRIA	R 126274	R 9/24/2007	3, 9, 14, 18, 35
Virgin Islands, British	BCBGIRLS	R 3600	R 6/18/2001	3
West Bank	BCBGIRLS	R 8985	R 4/12/2006	3
Western Samoa	BCBGIRLS	R 4206	R 1/29/2001	3
Yemen	BCBGIRLS	R 15670	R 9/15/2002	3
Zambia	BCBGIRLS	R 63.2001	R 5/02/2002	3



<u>Country</u>	<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u> (m/dd/yyyy)	<u>Classes</u>
Zanzibar	BCBGIRLS	R 255.2001	R 2/20/2001	3
Zimbabwe	BCBGIRLS	R B115.2001	R 4/07/2003	3

i Women's clothing; namely, dresses, skirts, blouses, pants and sweaters, in International Class 25.

ii Footwear, shoes, in International Class 25.

iii Clothing and fashion accessories, namely dresses, shirts, jackets, pants, sweaters, bags, namely athletic bags, gym bags, purses, handbags, shoulder bags, and pocketbooks; shoes, namely casual shoes, evening shoes, and formal shoes; eyeglasses and costume jewelry. Apparel, namely dresses, shirts, jackets, trousers, sweaters and fashion accessories.

iv Clothing, namely dresses, skirts, shirts, blazers, jackets, pants, trousers, sweaters, tops, coats, jumpsuits and shorts, t-shirts and headbands. Shoes, namely casual shoes, evening shoes and formal shoes. Fashion accessories, namely eyeglasses, sunglasses, belts, bags, namely athletic bags, gym bags, purses, handbags, luggage shoulder bags and pocket books. Jewelry. Watches. Cosmetics and perfumes, namely make-up, namely mascara, foundation powder, loose powder, face powder, blemish concealer, foundation primer, eyelash thickener, blush, lipstick, lip gloss, lip liner, lip exfoliator, eye shadow, brow pencils, eye liner, skin lotions, colognes, and hair care products, namely hair spray, shampoo, conditioner, gel, cream, glaze, pomade and lotion. Retail services for clothing, footwear, fashion accessories and cosmetics.

v Clothing, namely dresses, shirts, blazers, jackets, pants, trousers and sweaters. Fashion accessories; namely bags, namely athletic bags, gym bags, purses, handbags, shoulder bags, and pocketbooks; shoes, namely casual shoes, evening shoes and formal shoes; eyeglasses; and costume jewelry. Operation of a retail clothing store.

vi Clothing and accessories, namely jackets, coats, leather coats, rain coats, dresses, evening gowns, dress shirts, knit shirts, suits, blouses, t-shirts, skirts, sweaters, turtlenecks, vests, cardigans, suits, pants, slacks, trousers, jeans, nightgowns, sleep wear, stockings, pajamas, neckties, gloves, scarves, tank tops, shorts, belts, underwear, panties, body suits, slippers, bras, lingerie, bathing suits, footwear, namely shoes, dress shoes, pumps, heels, beach shoes, sandals, boots, and slippers; and headwear, namely scarves, headbands and hats.

vii Non-medicated toilet and bath preparations, namely parfum, eau de toilette, shower gel, body wash, body lotion and body cleanser.

viii Clothing, namely dresses, skirts, shirts, blazers, jackets, pants, trousers, sweaters, tops, coats, jumpsuits and shorts, t-shirts and headbands. Shoes, namely casual shoes, evening shoes and formal shoes. Fashion accessories, namely eyeglasses, sunglasses, belts, bags, namely athletic bags, gym bags, purses, handbags, luggage shoulder bags and pocket books. Jewelry and watches. Perfumes and cosmetics, namely make-up, namely mascara, foundation powder, loose powder, face powder, blemish concealer, foundation primer, eyelash thickener, blush, lipstick, lip gloss, lip liner, lip exfoliator, eye shadow, brow pencils, eye liner, skin lotions, colognes, and hair care products, namely hair spray, shampoo, conditioner, gel, cream, glaze, pomade and lotion. Retail services for clothing, footwear, fashion accessories and cosmetics.

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<sup>ix</sup> Clothing, namely dresses, skirts, shirts, blazers, jackets, pants, trousers, sweaters, tops, coats, jumpsuits, shorts, t-shirts, and headbands; Shoes, namely casual shoes, evening shoes and formal shoes. Fashion accessories, namely eyeglasses, sunglasses, jewelry and watches, belts and bags, namely athletic bags, gym bags, purses, handbags, luggage, shoulder bags, and pocket books. Cosmetics and perfumes, namely make-up, namely mascara, foundation powder, loose powder, face powder, blemish concealer, foundation primer, eyelash thickener, blush, lipstick, lip gloss, lip liner, lip exfoliator, eye shadow, brow pencils, eye liner, skin lotions, colognes, and hair care products, namely hair spray, shampoo, conditioner, gel, cream, glaze, pomade and lotion. Retail services in the fashion, fashion accessories and cosmetic industries.

<sup>x</sup> Clothing, namely dresses, skirts, shirts, blazers, jackets, pants, trousers, sweaters and tops; Women's clothing, namely dresses, skirts, pants and sweaters.

<sup>xi</sup> Clothing, namely dresses, pants, shorts, trousers, skirts, blazers, jackets, coats, jumpsuits, and tops, namely shorts, blouses, sweaters, t-shirts, sweatshirts, and tank tops. Fashion accessories, namely eyeglasses, sunglasses, costume jewelry, jewelry, watches, belts and bags, namely athletic bags, gym bags, purses, handbags, luggage, shoulder bags, and pocket books. Shoes, namely casual shoes, evening shoes and formal shoes. Cosmetics and perfumes, namely make-up, namely mascara, foundation powder, loose powder, face powder, blemish concealer, foundation primer, eyelash thickener, blush, lipstick, lip gloss, lip liner, lip exfoliator, eye shadow, brow pencils, eye liner, skin lotions, colognes, and hair care products, namely hair spray, shampoo, conditioner, gel, cream, glaze, pomade and lotion. Clothing, namely dresses, pants, skirts, jackets, tops, coats, jumpsuits and shorts. Retail services in the clothing, fashion accessories, footwear, cosmetics and perfume industries.

<sup>xii</sup> Perfume, fragrance products.

<sup>xiii</sup> Perfume, fragrance products.

<sup>xiv</sup> Protection claimed in Albania, Bulgaria, Croatia, Cuba, Hungary, Macedonia, Poland, Romania, Serbia, Slovak Republic and Slovenia, based on France registration. Final refusal in Russian Federation.

<sup>xv</sup> Protection claimed in Vietnam.