

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
Diane Von Furstenberg Studio		01/28/2014	PARTNERSHIP: CONNECTICUT

RECEIVING PARTY DATA

Name:	DVF Studio, LLC
Street Address:	440 West 14th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10014
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 34

Property Type	Number	Word Mark
Registration Number:	2276188	DIANE VON FURSTENBERG
Registration Number:	2815344	DIANE VON FURSTENBERG
Registration Number:	2877401	DIANE VON FURSTENBERG
Registration Number:	3216366	DIANE VON FURSTENBERG
Registration Number:	3778629	DIANE VON FURSTENBERG
Registration Number:	3778630	DIANE VON FURSTENBERG
Registration Number:	3778687	DIANE VON FURSTENBERG
Registration Number:	3778688	DIANE VON FURSTENBERG
Registration Number:	3781750	DIANE VON FURSTENBERG
Registration Number:	3787895	DIANE VON FURSTENBERG
Registration Number:	4042362	DIANE VON FURSTENBERG
Registration Number:	4125766	DIANE VON FURSTENBERG
Registration Number:	4218017	DIANE VON FURSTENBERG
Registration Number:	4230222	DIANE VON FURSTENBERG

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Registration Number:	1513514	DVF
Registration Number:	3636390	DVF
Registration Number:	3719338	DVF
Registration Number:	3719339	DVF
Registration Number:	3723115	DVF
Registration Number:	3778628	DVF
Registration Number:	4042343	DVF
Registration Number:	4080354	DVF
Registration Number:	4125765	DVF
Registration Number:	3790637	STUDIO BY DIANE VON FURSTENBERG
Registration Number:	1773656	SURROUNDINGS
Registration Number:	1028328	TATIANA
Registration Number:	1282938	TATIANA
Registration Number:	1261387	
Registration Number:	1081801	FEEL LIKE A WOMAN, WEAR A DRESS!
Registration Number:	3763869	STUDIO DVF
Registration Number:	3861273	STUDIO BY DIANE VON FURSTENBERG
Registration Number:	4084881	DIANE
Registration Number:	4112735	DIANE DIANE VON FURSTENBERG
Registration Number:	4186400	DIANE

CORRESPONDENCE DATA

Fax Number: 2124512222
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 2124512300
Email: mgrieco@olshanlaw.com
Correspondent Name: Olshan Frome Wolosky LLP
Address Line 1: 65 East 55th Street
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	8992.010 U.S. ASSIGNMENT
NAME OF SUBMITTER:	Mary L. Grieco
Signature:	/mary grieco/
Date:	01/29/2014

Total Attachments: 5
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TRADEMARK
REEL: 005203 FRAME: 0775

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TRADEMARK ASSIGNMENT

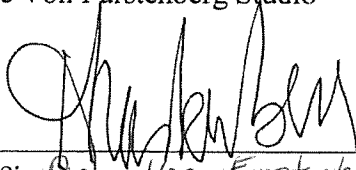
This Trademark Assignment is effective as of the 28th day of January, 2014.

WHEREAS, Diane Von Furstenberg Studio, a partnership organized and existing under the laws of Connecticut, located and doing business at Cloudwalk Farm, Aspetuck Road, New Milford, CT, 06776 (hereinafter referred to as "Assignor"), is the owner of the trademarks and registrations therefor listed on Schedule A ("Marks"); and

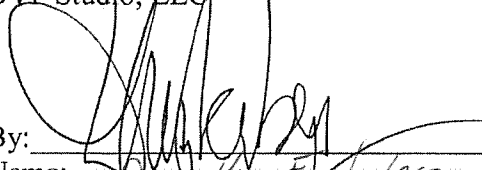
WHEREAS, DVF Studio, LLC, a ~~corporation~~ ^{limited liability company} organized and existing under the laws of the Delaware, located and doing business at 440 West 14th Street, New York, NY, 10014 (hereinafter referred to as "Assignee") desires to acquire the Marks, and any and all applications and/or registrations therefor, together with the goodwill of the business symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is 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 Marks, together with the goodwill of the business symbolized by the Marks 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.

Diane Von Furstenberg Studio

By: 
Name: Diane Von Furstenberg
Title: Founder and Chairman

DVF Studio, LLC

By: 
Name: Diane Von Furstenberg
Title: Co-Chairman

SCHEDULE A

TRADEMARKS

DIANE VON FURSTENBERG

DVF

STUDIO BY DIANE VON FURSTENBERG

SURROUNDINGS

TATIANA

**DI
NE**



STUDIO

by DIANE von FURSTENBERG



*Feel like a woman,
Wear a dress!*


REGISTRATIONS

Mark	Registration No.
DIANE VON FURSTENBERG	2276188
DIANE VON FURSTENBERG	2815344
DIANE VON FURSTENBERG	2877401
DIANE VON FURSTENBERG	3216366
DIANE VON FURSTENBERG	3778629
DIANE VON FURSTENBERG	3778630
DIANE VON FURSTENBERG	3778687
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DIANE VON FURSTENBERG	3787895
DIANE VON FURSTENBERG	4042362
DIANE VON FURSTENBERG	4125766
DIANE VON FURSTENBERG	4218017
DIANE VON FURSTENBERG	4230222
DVF	1513514
DVF	3636390
DVF	3719338
DVF	3719339
DVF	3723115
DVF	3778628
DVF	4042343
DVF	4080354
DVF	4125765
STUDIO BY DIANE VON FURSTENBERG	3790637

2263078-1

TRADEMARK
REEL: 005203 FRAME: 0779

Mark	Registration No.
SURROUNDINGS	1773656
TATIANA	1028328
TATIANA	1282938
	1261387
<p data-bbox="240 562 394 678"><i>Feel like a woman, Wear a dress!</i></p>	1081801
	3763869
<p data-bbox="183 961 407 1119">STUDIO by DIANE von FURSTENBERG</p>	3861273
	4084881
	4112735

Mark	Registration No.
 The logo consists of the word "DIANE" in a serif font. The letters "D", "I", and "A" are stacked vertically on the left, with "N" and "E" stacked vertically on the right. The letters are black and have a classic, elegant appearance.	4186400

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