

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
MLA Multibrand Holdings, Inc.		01/02/2014	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	MLA Multibrand Holdings, LLC
Street Address:	1209 Orange Street
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 56

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
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

CH \$1415.00 1939918

Registration Number:	3409776	BCBGMAXAZRIA RUNWAY
Registration Number:	2968181	BCBGIRLS
Registration Number:	2622150	BCBGIRLS
Registration Number:	2754256	BCBGIRLS
Registration Number:	3598246	
Registration Number:	3598249	
Registration Number:	3598250	
Registration Number:	3504130	
Registration Number:	2090637	HERVE LEGER
Registration Number:	2062875	HERVE LEGER PARIS
Registration Number:	3153856	MAX AND CLEO
Registration Number:	3577982	MAXAZRIA
Registration Number:	3415997	MAX AZRIA
Registration Number:	3415966	MAX AZRIA
Registration Number:	3274680	MAX AZRIA
Registration Number:	2285116	MAXIME
Registration Number:	3477894	PARALLEL
Registration Number:	1747190	PARALLEL
Registration Number:	3338772	PARALLEL
Registration Number:	1401347	TO THE MAX
Serial Number:	77341648	TO THE MAX
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
Serial Number:	77553857	

	77553901	
Serial Number:	78827908	MAX AZRIA
Serial Number:	77751516	MAX AZRIA
Serial Number:	77323895	NAKED CLOTH
Serial Number:	77323908	NAKED CLOTH
Serial Number:	78534742	PARALLEL
Serial Number:	77166921	MA BY MAX AZRIA

CORRESPONDENCE DATA

Fax Number: 9177777373
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 212-735-3000
Email: andrew.patrick@skadden.com
Correspondent Name: Skadden Arps Slate Meagher & Flom LLP
Address Line 1: Four Times Square
Address Line 2: Attn: Megan Manfred
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	124460/7
NAME OF SUBMITTER:	Megan Manfred
Signature:	/Megan Manfred/
Date:	02/04/2014

Total Attachments: 8
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Delaware

PAGE 1

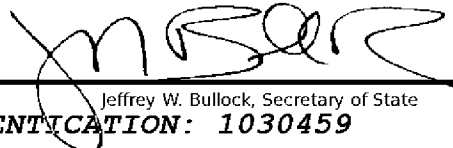
The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "MLA MULTIBRAND HOLDINGS, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "MLA MULTIBRAND HOLDINGS, INC." TO "MLA MULTIBRAND HOLDINGS, LLC", FILED IN THIS OFFICE ON THE SECOND DAY OF JANUARY, A.D. 2014, AT 3:32 O'CLOCK P.M.

3883265 8100V

140003238




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1030459

DATE: 01-06-14

You may verify this certificate online
at corp.delaware.gov/authver.shtml

TRADEMARK
REEL: 005208 FRAME: 0508

State of Delaware
Secretary of State
Division of Corporations
Delivered 03:32 PM 01/02/2014
FILED 03:32 PM 01/02/2014
SRV 140003238 - 3883265 FILE

**CERTIFICATE OF CONVERSION
FROM CORPORATION
TO LIMITED LIABILITY COMPANY**

Pursuant to Sections 18-204 and 18-214 of the
Delaware Limited Liability Company Act
and Section 266 of the
General Corporation Law of the State of Delaware

1. The name of the corporation immediately prior to the filing of this Certificate of Conversion is MLA Multibrand Holdings, Inc.
2. The corporation was originally incorporated on the 29th day of November, 2004 under the laws of the State of Delaware.
3. The name of the limited liability company into which the corporation shall be converted, as set forth in its Certificate of Formation, is MLA Multibrand Holdings, LLC.
4. The Conversion has been approved in accordance with the provisions of Section 266 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this Certificate of Conversion to be executed in its name this 2nd day of January, 2014.

MLA MULTIBRAND HOLDINGS, INC.

By: _____

Name: Max Azria

Title: Chief Executive Officer

Delaware

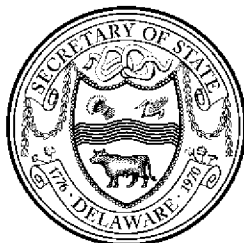
PAGE 2

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "MLA MULTIBRAND HOLDINGS, LLC" FILED IN THIS OFFICE ON THE SECOND DAY OF JANUARY, A.D. 2014, AT 3:32 O'CLOCK P.M.

3883265 8100V

140003238




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1030459

DATE: 01-06-14

You may verify this certificate online
at corp.delaware.gov/authver.shtml

TRADEMARK
REEL: 005208 FRAME: 0510

State of Delaware
Secretary of State
Division of Corporations
Delivered 03:32 PM 01/02/2014
FILED 03:32 PM 01/02/2014
SRV 140003238 - 3883265 FILE

CERTIFICATE OF FORMATION
OF
MLA MULTIBRAND HOLDINGS, LLC

1. The name of the limited liability company is MLA Multibrand Holdings, LLC.
2. The address of its registered office in the State of Delaware is 1209 Orange Street, City of Wilmington, County of New Castle, Delaware 19801. The name of its registered agent at such address is The Corporation Trust Company.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation this 2nd day of January, 2014.

By: 





Name: Max Azria








Title: Authorized Person

PATENTS

OWNER	REGISTRATION/ APPLICATION NUMBER	COUNTRY	DESCRIPTION
MLA Multibrand Holdings, Inc.	R - D504,228 (04/26/05)	U.S.	Purse design

TRADEMARKS

<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 BO	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 BC 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
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

<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u>	<u>Classes</u>
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
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 ARZIA	A 7166921	A 4/26/2007	25
MAX AND CLEO	R 3153856	R 10/10/2006	25
MAX AZRIA	A 78827908	F 3/2/2006	3

<u>Mark</u>	<u>Appl./Reg. No.</u>	<u>Filing/Reg. Date</u>	<u>Classes</u>
MAX AZRIA	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 8/1/2007	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 TO THE MAX	A 77341648	A 11/30/2007	25
TO THE MAX (California State Registration)	R 93049	R 9/25/1990	25