

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Agreement
CONVEYING PARTY DATA	
Name	Execution Date
Jennifer Newman	07/15/2009
RECEIVING PARTY DATA	
Name:	Alexander Wang Incorporated
Street Address:	386 Broadway
Internal Address:	3rd Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10013
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29402852
CORRESPONDENCE DATA	
Fax Number:	(973)297-6627
Phone:	973-848-8308
Email:	jfava@mccarter.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	Michael R. Friscia
Address Line 1:	McCarter & English, LLP
Address Line 2:	Four Gateway Center, 100 Mulberry Street
Address Line 4:	Newark, NEW JERSEY 07102
ATTORNEY DOCKET NUMBER:	118491-00100
NAME OF SUBMITTER:	Michael R. Friscia
Total Attachments: 5 source=Agreement#page1.tif source=Agreement#page2.tif source=Agreement#page3.tif source=Agreement#page4.tif source=Agreement#page5.tif	

CH \$40.00 29402852

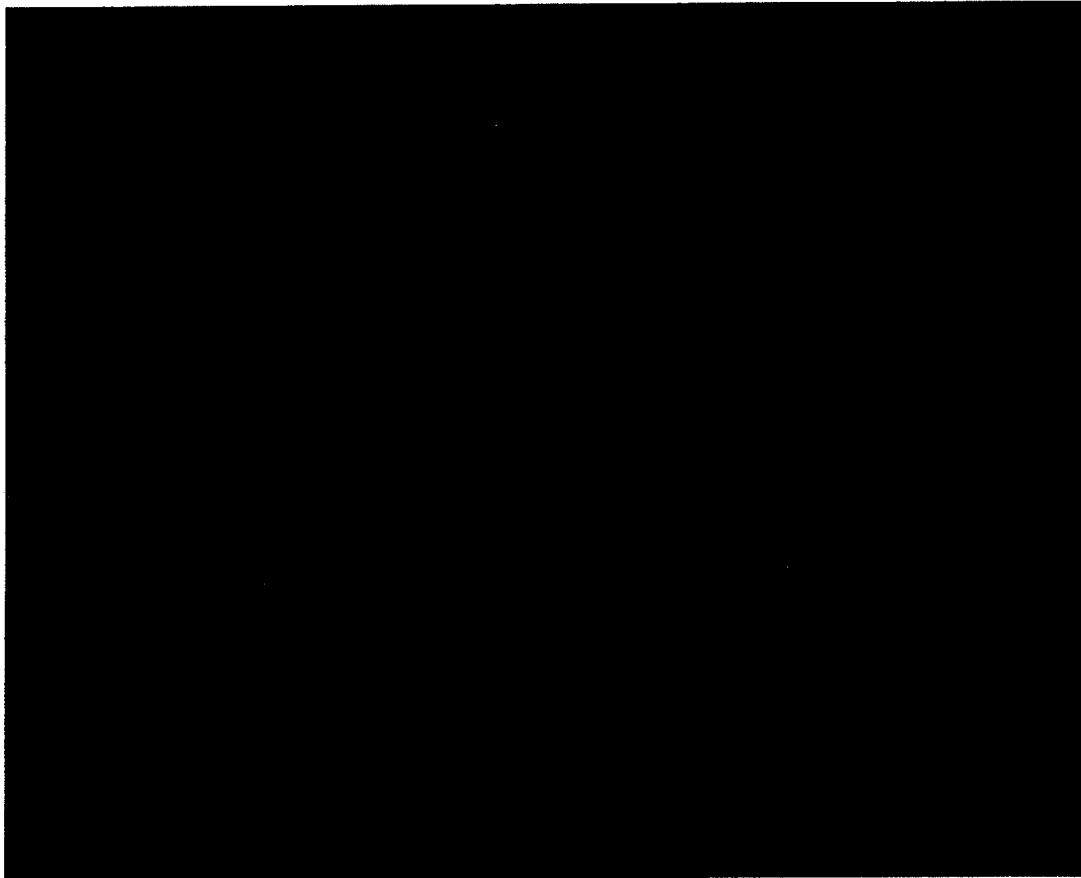
386 BROADWAY 3RD FLOOR
NEW YORK NY 10013
TELEPHONE 212 532 3103
FAX 212 532 3110
ALEXANDER WANG
WWW.ALEXANDERWANG.COM

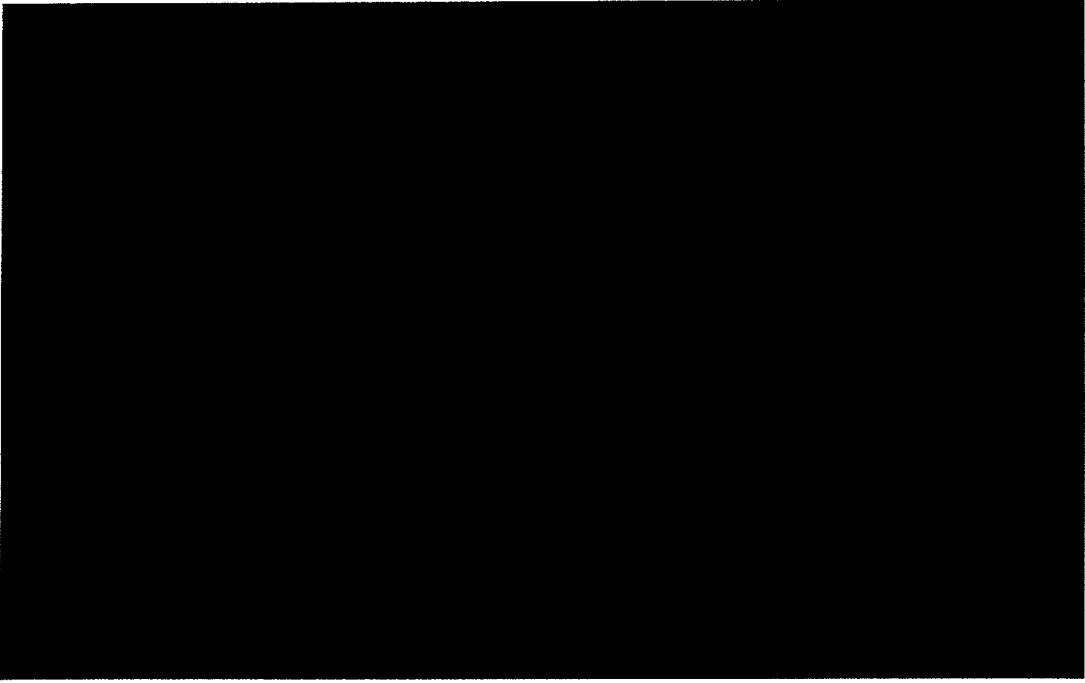
July 14, 2009

Jennifer Newman
25 Monroe PL #8F
Brooklyn, NY 11201

Dear Jennifer Newman:

This agreement is effective as of _____, _____. As you know, Alexander Wang Incorporated (the "Company") requires all of its employees to enter into certain non-disclosure and work-for-hire agreements in order to (i) protect its confidential information and (ii) confirm its ownership of the work created by its employees. Accordingly, in consideration of your salary, your employment with the Company and other good and valuable consideration, the receipt and sufficiency of which you hereby acknowledge, you hereby acknowledge and agree as follows:

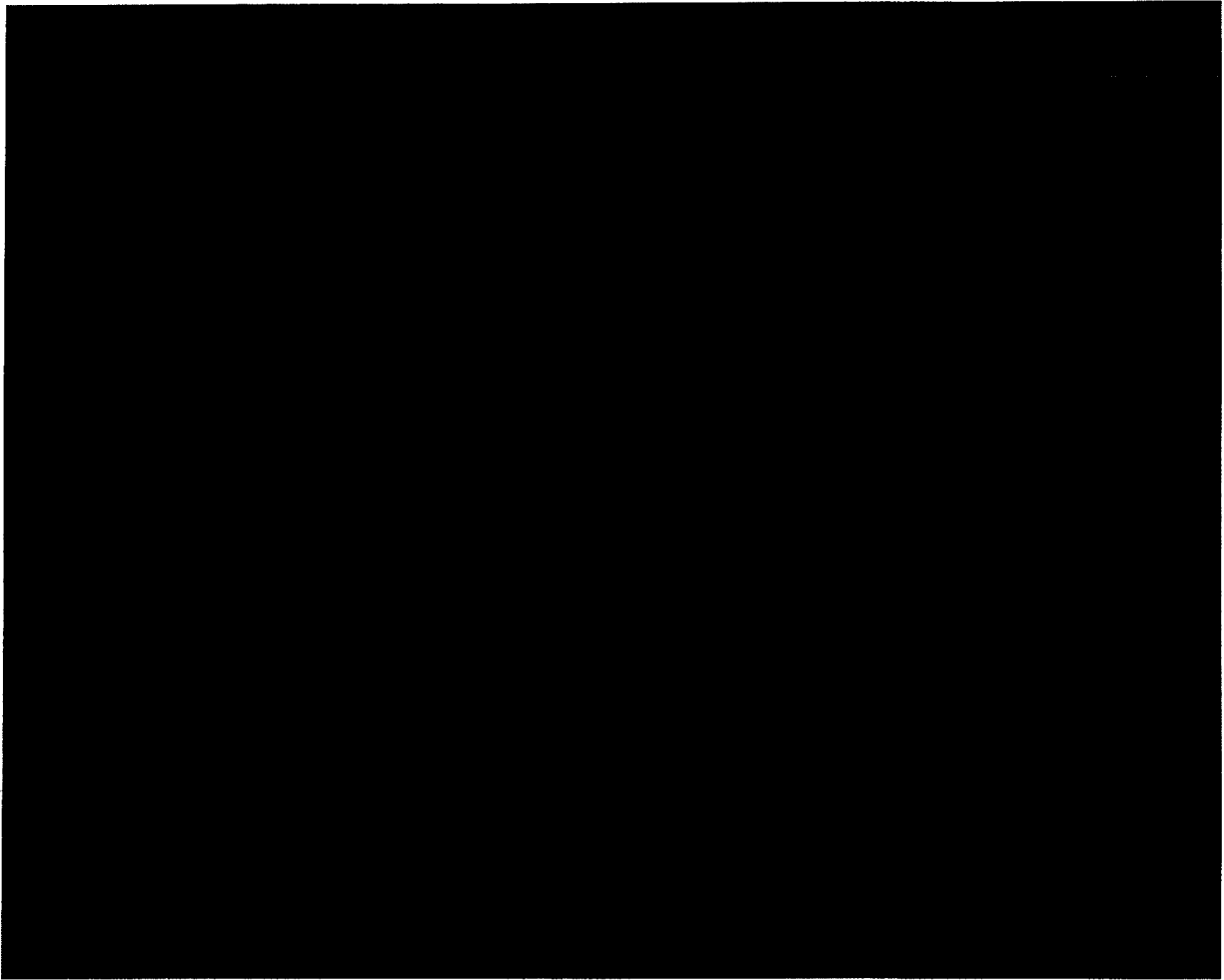


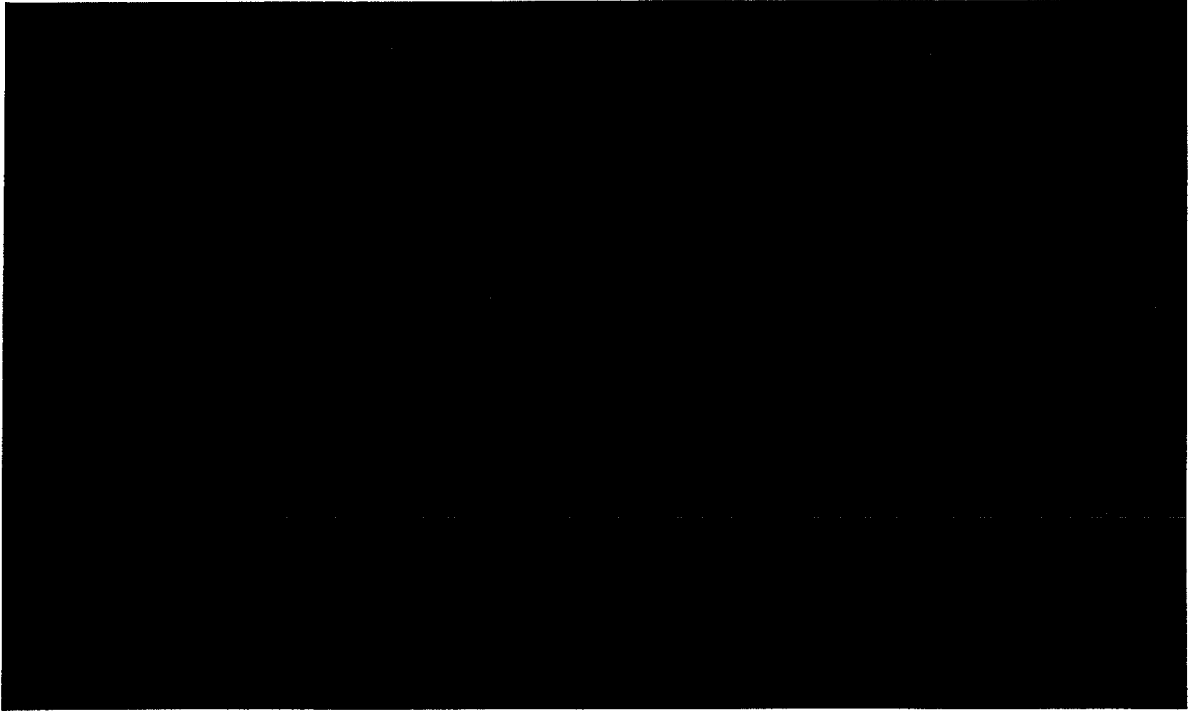


3. Ownership of Work. You shall disclose to the Company all "Works" (which means all work, inventions, discoveries, improvements, ideas, conceptions, intellectual property, research, developments, designs, and analytical models or techniques, whether or not patentable, tested, reduced to practice, or subject to copyright) that you may make, conceive, discover, learn, develop or reduce to practice, either by yourself or jointly with others, during your employment with the Company, whether or not during usual working hours, that relate in any way to the business, products and/or services of the Company. Further, all of the Works are and shall be deemed works made for hire for the Company. Therefore, the Company is and shall be deemed the author and the sole owner of all right, title and interest in and to the Works and all intellectual property rights therein, including, without limitation, all copyrights, trademarks, patents and any other ownership and exploitation rights in the Works (collectively, "Rights"), and the Works, and all parts and aspects thereof, are Confidential Information of the Company. If for any reason any of the Works or any part or aspect thereof is deemed not to be a work made for hire for the Company, then you hereby irrevocably assign and transfer to the Company all of your Rights in the Works, without additional compensation. You represent that your Works are or will be original with you or are in the public domain, do not and will not infringe upon or violate any intellectual property rights or other rights of any person or entity and that you are free to grant all rights granted and make all agreements made by you herein.

4. Further Action. Upon the Company's request and at the Company's expense, you shall execute and deliver to the Company any documents that may be required to confirm the Company's ownership of all of the Works and/or to vest title in any of

the Works in the Company or its successors or assigns as well as any documents that the Company deems necessary or desirable to obtain any patent, copyright, trademark or other appropriate legal rights that the Company may, in its sole discretion, elect.







If the above is acceptable to you, please sign this letter where indicated below. We very much appreciate your cooperation in this matter.

Effective Date of this Agreement is: 7/15 2007

Very truly yours,

ALEXANDER WANG INCORPORATED

By: [Signature]
Name: Jennifer Newman
Title: Accessories Design Director

ACCEPTED AND AGREED:

Jennifer Newman
Print Name: