

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Coty Inc.		03/05/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MG Icon LLC		
Street Address:	1450 Broadway, 3rd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85424887	M	
CORRESPONDENCE DATA			
Fax Number:	(212)391-2057		
Phone:	212-730-0030		
Email:	trademarks@iconixbrand.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:	Andrew R. Tarshis		
Address Line 1:	1450 Broadway, 3rd Floor		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	M&CROSS DES. COTY TO MGII		
NAME OF SUBMITTER:	Andrew R. Tarshis		
Signature:	/atarshis/		
Date:	03/06/2012		
Total Attachments: 2 source=Assignment1#page1.tif source=Assignment1#page2.tif			

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment ("Assignment") is made on the 5 day of March, 2012, between COTY INC., a Delaware corporation, with an address at 2 Park Avenue, New York, New York 10016 ("Assignor"), and MG ICON LLC, a Delaware limited liability company, with an address at 1450 Broadway, New York, New York 10018 ("Assignee").

WHEREAS, Assignor is the owner of the United States trademark application for the following mark:

M & Cross Design, Serial No. 85424887, filed on September 16, 2011 (hereinafter the "Mark").

WHEREAS, Assignee is the successor to that portion of the business of the Assignor to which the Mark pertains; and


WHEREAS, Assignee is desirous of acquiring the Mark and the application and registration thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell, and transfer to Assignee, its successors and assigns, all its right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by such Mark. Assignee has the right to record and file this assignment with the U.S. Patent and Trademark Office, at Assignee's sole cost and expense.

.IN TESTIMONY WHEREOF, Assignor and Assignee have executed this Assignment by a duly authorized officer.

COTY INC.

Dated: 3/5/12

By:   
Name: Elishera Josie  
Title: Assistant Secretary

MG ICON LLC

Dated: 2/28/12

By:   
Name: Andrew R. Tarshis  
Title: EVP, Iconix Brand Group, Inc., its Manager

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State of New York )  
 ) ss:  
County of New York )

On the 5<sup>th</sup> day of MARCH, in the year 2012, before me, the undersigned, personally appeared ELISHEVA JASIE, on behalf of COTY, INC., personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signatures on the instrument, the individuals, or the person upon behalf of which the individuals acted, executed the instrument..

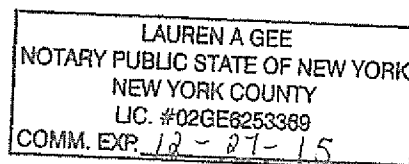
Ofelia A. Custodio  
Notary Public



State of New York )  
 ) ss:  
County of New York )

On the 18 day of February, in the year 2012, before me, the undersigned, personally appeared ANDREW R. TARSHIS, on behalf of MG ICON LLC, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signatures on the instrument, the individuals, or the person upon behalf of which the individuals acted, executed the instrument..

Lauren A. Gee  
Notary Public



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