

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT			
NATURE OF CONVEYANCE:	Notice of Release of Security Interest in Trademark Rights recorded at R/F: 5013/0488			
CONVEYING PARTY DATA				
	Name	Formerly	Execution Date	Entity Type
	U.S. Bank National Association, as Collateral Agent		11/06/2013	National Association: UNITED STATES
RECEIVING PARTY DATA				
Name:	Juicy Couture, Inc., a California corporation			
Street Address:	1440 Broadway, 4th Floor			
City:	New York			
State/Country:	NEW YORK			
Postal Code:	10018			
Entity Type:	CORPORATION: CALIFORNIA			
PROPERTY NUMBERS Total: 7				
	Property Type	Number	Word Mark	
	Serial Number:	85310983	BIRD 27 BRUTON STREET	
	Serial Number:	85311000	BIRD 27 BRUTON STREET	
	Serial Number:	85308719	BIRD BRUTON STREET	
	Serial Number:	85308741	BIRD BRUTON STREET	
	Serial Number:	85597432	COUTURE LA LA	
	Serial Number:	85298389	JUICY COUTURE	
	Serial Number:	85348378	JUICY COUTURE LUXE ROCKS	
CORRESPONDENCE DATA				
Fax Number:				
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>				
Email:	dgaier@paulweiss.com, dewilliams@paulweiss.com			
Correspondent Name:	Danielle L. Gaier			
Address Line 1:	1285 Avenue of the Americas			

Address Line 4: New York, NEW YORK 10019-6064

ATTORNEY DOCKET NUMBER: 15325-040

NAME OF SUBMITTER: Danielle L. Gaier

Signature: /Danielle L. Gaier/

Date: 11/08/2013

**Total Attachments: 8**

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NOTICE OF RELEASE OF  
SECURITY INTEREST IN TRADEMARK RIGHTS

This NOTICE OF RELEASE OF SECURITY INTEREST IN TRADEMARK RIGHTS (this “Release”), effective as of November 6, 2013 is made by U.S. Bank National Association, as Collateral Agent (the “Collateral Agent”), in favor of Juicy Couture, Inc., a California corporation (the “Company”), pursuant to an indenture dated April 7, 2011 (as amended, restated, supplemented or modified from time to time, the “Indenture”) among the Company, each Guarantor (as defined in the Indenture), and the Collateral Agent, in which the Company has issued to the Holders the 10.5% Senior Secured Notes due 2019 (together with any exchange notes and additional notes, the “Notes”) pursuant to the Indenture.

W I T N E S S E T H:

WHEREAS, pursuant to the Indenture, the Company has issued to the Holders the Notes upon the terms and subject to the conditions set forth therein;

WHEREAS, in connection with the Indenture, the Company and the other grantors party thereto, have executed and delivered a Pledge and Security Agreement, dated as of April 7, 2011, in favor of the Collateral Agent (as amended, restated, supplemented or otherwise modified from time to time, the “Pledge and Security Agreement”);

WHEREAS, pursuant to the Pledge and Security Agreement, the Company pledged and granted to the Collateral Agent for the benefit of the Collateral Agent and the Secured Parties a continuing security interest in all of their intellectual property, including but not limited to the trademarks, service marks and trademark and service mark registrations and applications set forth on Schedule A attached hereto (the “Released Trademarks”);

WHEREAS, the Collateral Agent recorded its security interest in the Released Trademarks in the Trademark Division of the United States Patent and Trademark Office (i) on April 11, 2011 at Reel 004519, Frame 0184 pursuant to the Notice of Grant of Security Interest in Trademark Rights, dated as of April 7, 2011 between the Company and the Collateral Agent and (ii) on April 24, 2013 at Reel 005013, Frame 0488 pursuant to the Notice of Grant of Security Interest in Trademark Rights, dated as of April 18, 2013 between the Company and the Collateral Agent.

WHEREAS, the Company has agreed to dispose of certain assets, including the Released Trademarks, under that certain Purchase Agreement, dated as of October 7, 2013, by and between ABG-Juicy LLC, a Delaware limited liability company, Fifth & Pacific Companies, Inc., a Delaware corporation and the Company, as amended by that certain Amendment Agreement dated as of November 6, 2013 (together, the “Purchase Agreement”);

WHEREAS, in connection with the Purchase Agreement, the Company has requested that the Collateral Agent release any and all right, title and interest it may have in the Released Trademarks pursuant to the Pledge and Security Agreement, and the Collateral Agent has agreed to do so; and

WHEREAS, the Collateral Agent has duly authorized the execution, delivery and performance of this Release.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Collateral Agent agrees, for the benefit of the Company, as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Release, including its preamble and recitals, have the meanings provided or provided by reference in the Indenture and Pledge and Security Agreement, as applicable (it being understood that, in the event of any conflict, such terms shall have the meanings provided or provided by reference in the Pledge and Security Agreement).

SECTION 2. Release of Security Interest. The Collateral Agent does hereby release, relinquish, terminate in its entirety and discharge its continuing security interest in all of the Company's right, title and interest in, to and under the Released Trademarks.

SECTION 3. Purpose. This Release has been executed and delivered by the Agent for the purpose of recording this Release with the United States Patent and Trademark Office and is subject to the conditions set forth in the Letter Release between the Collateral Agent, U.S. Bank National Association, as Collateral Agent and the Company, dated as of the date hereof. The Indenture and the Pledge and Security Agreement (and all rights and remedies of the Secured Parties thereunder) shall remain in full force and effect in accordance with its terms.

SECTION 4. Further Assurances. The Collateral Agent hereby authorizes the Company or the Company's authorized representative to (i) record this Release with the United States Patent and Trademark Office, (ii) file UCC financing statement amendments with the applicable filing office in order to memorialize the release of the security interest of the Collateral Agent in the Released Trademarks and/or (iii) otherwise record or file this Release in the applicable governmental office or agency. The Collateral Agent further agrees to execute and deliver to the Company any and all further documents and instruments, and do any and all further acts which the Company (or their agents or designees) reasonably request (at the Company's sole cost and expense) in order to confirm this Release and the Company's right, title and interest in, to and under the Released Trademarks.

SECTION 5. Choice of Law. This Release shall be governed by, and construed in accordance with, the laws of the state of New York, but giving effect to federal laws applicable to national banks.

SECTION 6. Counterparts. This Release may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

[Signatures Follow On Next Page.]

IN WITNESS WHEREOF, the Collateral Agent has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the date set forth above.

U.S. BANK NATIONAL ASSOCIATION  
as Collateral Agent

By: Wally Jones  
Name: WALLY JONES  
Title: VICE PRESIDENT

**SCHEDULE A**

**U.S. Trademark Applications and Registrations**

**Recorded at Reel: 4519 Frame: 0184 on April 11, 2011**

<b>Mark Name</b>	<b>Country</b>	<b>Record Owner</b>	<b>Status</b>	<b>Class Number</b>	<b>Current Appl. No</b>	<b>Reg. No</b>
74	United States	Juicy Couture, Inc.	Registered	25	77067397	3445902
BIRD	United States	Juicy Couture, Inc.	Filed	18	77855089	
BIRD BY JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	25	77980986	3912360
BORN IN THE GLAMOROUS USA	United States	Juicy Couture, Inc.	Registered	25	78806608	3345738
BORN IN THE GLAMOROUS USA	United States	Juicy Couture, Inc.	Registered	18	78959729	3769454
BORN IN THE GLAMOROUS USA	United States	Juicy Couture, Inc.	Registered	14	78959721	3510166
BORN IN THE GLAMOROUS USA	United States	Juicy Couture, Inc.	Registered	9	78959713	3455823
CHOOSE JUICY	United States	Juicy Couture, Inc.	Registered	25	76355074	2882280
CHOOSE WATER	United States	Juicy Couture, Inc.	Registered	32	77121192	3481417
CLUB COUTURE	United States	Juicy Couture, Inc.	Registered	35	77963701	3927112
CLUB COUTURE	United States	Juicy Couture, Inc.	Registered	42	77963735	3927113
COUTURE COUTURE	United States	Juicy Couture, Inc.	Registered	3	78834572	3750786
COUTURE COUTURE	United States	Juicy Couture, Inc.	Registered	25	78978994	3354458
COUTURE FOR A CAUSE	United States	Juicy Couture, Inc.	Filed	36	85215339	
DAYDREAMER	United States	Juicy Couture, Inc.	Registered	18	77566792	3605924
DIRTY ENGLISH	United States	Juicy Couture, Inc.	Registered	3	77204736	3525082
DIRTY ENGLISH	United States	Juicy Couture, Inc.	Filed	25	85282162	

Mark Name	Country	Record Owner	Status	Class Number	Current Appl. No	Reg. No
DOGGY COUTURE	United States	Juicy Couture, Inc.	Registered	18,20,28	78972997	3510328
DOWN DOG COUTURE	United States	Juicy Couture, Inc.	Registered	25	77486552	3886739
FOR NICE GIRLS WHO LIKE STUFF	United States	Juicy Couture, Inc.	Registered	14	78979585	3532837
FOR NICE GIRLS WHO LIKE STUFF	United States	Juicy Couture, Inc.	Registered	18	78959793	3610509
J ZIPPER PULL	United States	Juicy Couture, Inc.	Registered	25	77184419	3539376
JC Crown Design	United States	Juicy Couture, Inc.	Registered	25	85269271	4151343
JC Crown Design	United States	Juicy Couture, Inc.	Registered	18	85269297	4144011
JC Crown Design	United States	Juicy Couture, Inc.	Registered	14	85269322	4158800
JC Crown Design	United States	Juicy Couture, Inc.	Registered	9	85269380	4144012
JC Design	United States	Juicy Couture, Inc.	Registered	35	77702347	3698422
JM JUICY COUTURE Lion Crest Design	United States	Juicy Couture, Inc.	Registered	25	77032126	3499543
JM JUICY COUTURE Lion Crest Design	United States	Juicy Couture, Inc.	Registered	3	77310768	3577466
JUICY	United States	Juicy Couture, Inc.	Registered	25	75538291	2285232
JUICY	United States	Juicy Couture, Inc.	Registered	18	76977221	2995654
JUICY	United States	Juicy Couture, Inc.	Registered	25	78720344	3633187
JUICY	United States	Juicy Couture, Inc.	Registered	14	77210732	3381433
JUICY	United States	Juicy Couture, Inc.	Registered	9	77793043	3762789
JUICY	United States	Juicy Couture, Inc.	Registered	14	77812116	3763190
JUICY BABY	United States	Juicy Couture, Inc.	Registered	25	76376647	3233785

Mark Name	Country	Record Owner	Status	Class Number	Current Appl. No	Reg. No
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	14,03	76376638	3194741
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	25	75743731	2348674
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	14,25	76977226	2978046
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	18	76355073	2882279
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	32	78879503	3451212
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	9,16,18,35	76978162	3146100
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	5	77033935	3346828
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	12	77470227	3604114
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	24	77509864	3941099
JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	8	77531305	3944733
JUICY COUTURE Scotty Dog Crest	United States	Juicy Couture, Inc.	Registered	3	78844676	3354006
JUICY COUTURE Scotty Dog Crest	United States	Juicy Couture, Inc.	Filed	25	85089889	
JUICY GIRL	United States	Juicy Couture, Inc.	Registered	25	75718579	3329779
JUICY GIRL	United States	Juicy Couture, Inc.	Registered	25	76978523	3265587
JUICY GIRL	United States	Juicy Couture, Inc.	Filed	18	85101876	
JUICY GIRL	United States	Juicy Couture, Inc.	Filed	14	85101882	
JUICY GIRL	United States	Juicy Couture, Inc.	Filed	9	85101892	
Juicy J Pocket Design	United States	Juicy Couture, Inc.	Registered	25	77746290	3733004
JUICY JEANS	United States	Juicy Couture, Inc.	Registered	25	75853613	2387924
LOVE G&P	United States	Juicy Couture, Inc.	Registered	3,9,14,18,25	78680187	3720092



Mark Name	Country	Record Owner	Status	Class Number	Current Appl. No	Reg. No
MISS JUICY	United States	Juicy Couture, Inc.	Filed	25	85282097	
PEACE LOVE & JUICY COUTURE	United States	Juicy Couture, Inc.	Registered	3	85016984	4074752
POSH POOCH SET	United States	Juicy Couture, Inc.	Filed	3	77146029	
SAME OLD CHIC	United States	Juicy Couture, Inc.	Registered	18	77925839	4222257
Scotty Dog Crest Logo	United States	Juicy Couture, Inc.	Filed	35	85102004	
Scotty Dog Crest Logo	United States	Juicy Couture, Inc.	Filed	16	85101983	
Scotty Dog Crest Logo	United States	Juicy Couture, Inc.	Filed	9	85101964	
Scotty Dog Crest Logo	United States	Juicy Couture, Inc.	Filed	18	85101938	
Scotty Dog Crest Logo	United States	Juicy Couture, Inc.	Filed	14	85101925	
Scotty Dog Logo	United States	Juicy Couture, Inc.	Registered	25	78418542	3066756
Scotty Dog Logo	United States	Juicy Couture, Inc.	Registered	14,18	78515407	3395794
SMELLS LIKE COUTURE	United States	Juicy Couture, Inc.	Registered	3	78786416	3451056
SMELLS LIKE COUTURE	United States	Juicy Couture, Inc.	Registered	25	77885332	3818073
SMELLS LIKE COUTURE	United States	Juicy Couture, Inc.	Registered	9	77888830	3818217
VIVA LA JUICY	United States	Juicy Couture, Inc.	Registered	3	77426195	4128970

**Recorded at Reel: 5013 Frame: 0488 on April 24, 2013**

Mark Name	Country	Record Owner	Status	Class Number	Current Appl. No	Reg. No
BIRD 27 BRUTON STREET	United States	Juicy Couture, Inc.	Filed	25	85310983	
BIRD 27 BRUTON STREET	United States	Juicy Couture, Inc.	Filed	18	85311000	

Mark Name	Country	Record Owner	Status	Class Number	Current Appl. No	Reg. No
BIRD BRUTON STREET	United States	Juicy Couture, Inc.	Filed	25	85308719	
BIRD BRUTON STREET	United States	Juicy Couture, Inc.	Filed	18	85308741	
COUTURE LA LA	United States	Juicy Couture, Inc.	Registered		85597432	4365722
JUCY COUTURE	United States	Juicy Couture, Inc.	Registered	9	85298389	4089128
JUCY COUTURE LUXE ROCKS	United States	Juicy Couture, Inc.	Filed	14	85348378	