

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Juicy Couture, Inc.		05/06/2010	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	JPMorgan Chase Bank, N.A., as US Collateral Agent
Street Address:	270 Park Avenue
Internal Address:	44th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10017
Entity Type:	National Banking Association: UNITED STATES

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Registration Number:	3698422	JC
Registration Number:	2387924	JUICY JEANS
Serial Number:	77919424	COUTURE IN A BAG
Serial Number:	77925839	SAME OLD CHIC
Serial Number:	77925847	SAME OLD CHIC
Serial Number:	77885332	SMELLS LIKE COUTURE
Serial Number:	77888830	SMELLS LIKE COUTURE
Serial Number:	85016984	PEACE, LOVE & JUICY COUTURE

**CORRESPONDENCE DATA**

Fax Number: (650)251-5002  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (650) 251-5194  
 Email: jmull@stblaw.com  
 Correspondent Name: Keren Siman-Tov

OP \$215.00 3698422

**900162240**

**TRADEMARK  
 REEL: 004206 FRAME: 0488**

Address Line 1: 2550 Hanover Street  
Address Line 4: Palo Alto, CALIFORNIA 94304

ATTORNEY DOCKET NUMBER:	509265/0696
NAME OF SUBMITTER:	J. Jason Mull
Signature:	/J. Jason Mull/
Date:	05/14/2010

**Total Attachments: 7**

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GRANT OF  
SECURITY INTEREST IN TRADEMARK RIGHTS

This GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS ("Agreement"), effective as of May 6, 2010 is made by Juicy Couture, Inc., a California corporation (the "Company"), in favor of JPMorgan Chase Bank, N.A., a National Banking Association, as US Collateral Agent (the "US Collateral Agent") for the Secured Parties (as defined in the US Security Agreement described below).

W I T N E S S E T H:

WHEREAS, pursuant to the Second Amended and Restated Credit Agreement, dated as of May 6, 2010, among the Borrowers party thereto, the Company, and the other Loan Parties (as defined therein) from time to time parties thereto, JPMorgan Chase Bank, N.A. as Administrative Agent, the US Collateral Agent, JPMorgan Chase Bank, N.A., Toronto Branch, as Canadian Administrative Agent and Canadian Collateral Agent, J.P. Morgan Europe Limited, as European Administrative Agent and European Collateral Agent, the several banks and other financial institutions (the "Lenders") and the other agents party thereto (as amended, supplemented or otherwise modified from time to time, the "Credit Agreement"), the Lenders have severally agreed to make Loans and other extensions of credit to the Borrowers as set forth therein upon the terms and subject to the conditions set forth therein; and

WHEREAS, the Company has executed and delivered the US Pledge and Security Agreement, dated as of January 12, 2009, as amended and reaffirmed by the Reaffirmation Agreement and First Amendment, dated as of May 6, 2010, in favor of the US Collateral Agent (together with all amendments and modifications, if any, from time to time thereafter made thereto, the "US Security Agreement");

WHEREAS, pursuant to the US Security Agreement, the Company pledged and granted to the US Collateral Agent for the benefit of the Secured Parties a continuing security interest in the Trademarks owned by the Company; and

WHEREAS, the Company has duly authorized the execution, delivery and performance of this Agreement;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and in order to induce the Secured Parties to make Loans pursuant to the Credit Agreement and other financial accommodations to the Borrowers, the Company agrees, for the benefit of the Secured Parties, as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided or provided by reference in the US Security Agreement or the Credit 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 US Security Agreement).

SECTION 2. Grant of Security Interest. The Company hereby pledges and grants a continuing security interest in, and a right of setoff against, and agrees to assign, transfer and convey, upon demand made upon the occurrence and during the continuance of an Event of Default without requiring further action by either party and to be effective upon such demand, all of the Company's right, title and interest in, to and under the Trademarks (including, without limitation, those items listed on Schedule A hereto) (collectively, the "Collateral"), to the US Collateral Agent for the benefit of the Secured Parties to secure payment, performance and observance of the Secured Obligations.

SECTION 3. Purpose. This Agreement has been executed and delivered by the Company for the purpose of recording the grant of security interest herein with the United States Trademark Office. The security interest granted hereby has been granted to the Secured Parties in connection with the US Security Agreement and is expressly subject to the terms and conditions thereof. The US Security Agreement (and all rights and remedies of the Secured Parties thereunder) shall remain in full force and effect in accordance with its terms.

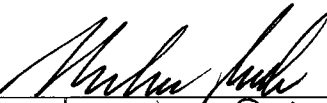
SECTION 4. Acknowledgment. The Company does hereby further acknowledge and affirm that the rights and remedies of the Secured Parties with respect to the security interest in the Collateral granted hereby are more fully set forth in the Credit Agreement and the US Security Agreement, the terms and provisions of which (including the remedies provided for therein) are incorporated by reference herein as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the terms of the US Security Agreement, the terms of the US Security Agreement shall govern.

SECTION 5. Counterparts. This Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

*[Remainder of page intentionally left blank]*

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers on the date set forth above.

JUICY COUTURE, INC.  
as the Company

By:   
Name: Nicholas Rubino  
Title: SVP, Chief Legal Officer, General Counsel  
& Corporate Secretary

ACKNOWLEDGMENT OF THE COMPANY

STATE OF New York )  
COUNTY OF New York )<sup>SS</sup>

On the \_\_\_ day of \_\_\_\_\_, 2010, before me personally came Nicholas Rubino, who is personally known to me to be the SVP Chief Legal Officer, General Counsel & Corp Sec'y of JUCY COUTURE, INC., a California corporation; who, being duly sworn, did depose and say that she/he is the SVP Chief Legal Officer, General Counsel & Corp Sec'y in such corporation, the corporation described in and which executed the foregoing instrument; that she/he executed and delivered said instrument pursuant to authority given by the Board of Directors of such corporation; and that she/he acknowledged said instrument to be the free act and deed of said corporation.

Marybell Flores Oro  
Notary Public

**MARYBELL FLORES ORO**  
Notary Public - State of New York  
No. 01OR6159725  
Qualified in New York County  
My Comm. Expires Jan. 22, 2011

(PLACE STAMP AND SEAL ABOVE)

JPMORGAN CHASE BANK, N.A.  
as US Collateral Agent for the Secured Parties

By:   
Name: Scott Gray  
Title: Vice President





## SCHEDULE A

### U.S. Trademark Registrations

Trademark	Serial Number / Registration Number
JC Logo	SN:77-702347 RN:3,698,422
JUICY J POCKET DESIGN	SN:77-746290 RN:2,387,924

### U.S. Trademark Applications

Trademark	Serial Number
COUTURE IN A BAG	SN: 77-919424
SAME OLD CHIC	SN:77-925839
SAME OLD CHIC	SN:77-925847
SMELLS LIKE COUTURE	SN:77-885332
SMELLS LIKE COUTURE	SN:77-888830
PEACE, LOVE & JUICY COUTURE	SN:85-016984