

BROWN & CONNERY, LLP

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**UNITED STATES BANKRUPTCY COURT
SOUTHERN DISTRICT OF NEW YORK**

<hr/>)
In re:)	Chapter 11
)	
BCBG MAX AZRIA GLOBAL HOLDINGS, LLC,)	Case No. 17-10466 (SCC)
<i>et al.</i> , ¹)	(Jointly Administered)
)	
Debtors.)	
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**NOTICE OF APPEARANCE AND REQUEST
FOR NOTICES AND SERVICE OF PAPERS**

PLEASE TAKE NOTICE that Brown & Connery, LLP, subject to the limitations and conditions set forth hereafter, appears for creditor and party-in-interest SAP Industries, Inc. and its affiliates (collectively, “SAP”) in the above-captioned administratively consolidated proceedings (the “Chapter 11 Cases”).

PLEASE TAKE FURTHER NOTICE that, pursuant to § 1109(b) of the Bankruptcy Code and Rule 9010(b) of the Federal Rules of Bankruptcy Procedure (the “Bankruptcy Rules”), Brown & Connery, LLP requests that all pleadings, documents and notices (including, without limitation, not only those pleadings, documents, and notices referred to in Bankruptcy Rule 2002, but also any orders, applications, motions, petitions, requests, complaints, answers, replies, schedules of assets and liabilities, statements of financial affairs, operating reports, plans of reorganization, disclosure

¹ The Debtors in these chapter 11 cases, along with the last four digits of each Debtor’s federal tax identification number, include: BCBG Max Azria Global Holdings, LLC (6857); BCBG Max Azria Group, LLC (5942); BCBG Max Azria Intermediate Holdings, LLC (3673); Max Rave, LLC (9200); and MLA Multibrand Holdings,

statements or demands, whether formal or informal, whether written or oral, and whether transmitted or conveyed by mail, hand delivery, telephone, facsimile, e-mail or otherwise) filed, given, or to be given in the Chapter 11 Cases be given and served upon:

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PLEASE TAKE FURTHER NOTICE that neither this notice, any subsequent appearance (by pleading or otherwise), nor any participation in or in connection with the Chapter 11 Cases is intended to be, or shall be construed as a waiver of (i) SAP's right to have final orders in non-core matters entered only after review *de novo* by a District Court judge; (ii) SAP's right to trial by jury in any proceeding so triable in these cases or any case, controversy, or proceeding related thereto; (iii) SAP's right to have the reference withdrawn in any matter subject to mandatory or discretionary withdrawal; or (iv) any other rights, claims, actions, defenses, setoffs or recoupments, all of which rights, actions, setoffs, defenses and recoupments are expressly reserved.

Dated: March 15, 2017

BROWN & CONNERY, LLP
Attorneys for SAP Industries, Inc.

/s/ Julie F. Montgomery
Julie F. Montgomery

LLC (3854). The location of the Debtors' service address is: 2761 Fruitland Avenue, Vernon, California 90058.