

06-09-1999

To the Honorable Co



Record the attached original documents or copy thereof.

1. Name of conveyir

101059711

Name and address of receiving party(ies):

Urban Acquisition Corp.
100 Metro Way
Secaucus, NJ 07094

Name: Urban Brands, Inc.

Internal Address: _____

Street Address: 100 Metro Way

City: Secaucus State: NJ ZIP: 07094

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State of Delaware
- Other _____

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Delaware
- Other _____

Additional name(s) and address(es) attached? Yes No

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other _____

Additional name(s) and address(es) attached? Yes No

Execution Date: April 27, 1999

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Re

1,843,879



05-26-1999

Additional numbers attached? Yes No

Yes No

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #01

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jocelyn G. Bolling

Internal Address: Dorsey & Whitney LLP

Suite 200

Street Address: 1330 Connecticut Avenue NW

City: Washington State DC ZIP: 20036

6. Total number of applications and registrations involved: one

7. Total fee (37 CFR 3.41): \$ 40

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: (For Any Deficiency) 04-1425

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Jocelyn G. Bolling

5-26-99

Name of Person Signing

Signature

Date

06/08/1999 HTHA11 00000126 1843879

01 FC:481

40.00 DP

Total number of pages comprising cover sheet: one

OMB No. 0651-0011 (exp. 4/94)

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TRADEMARK

mto 5-26-99


ASSIGNMENT

WHEREAS, Urban Acquisition Corp., a Delaware corporation located at 100 Metro Way, Secaucus, New Jersey 07094 ("Assignor"), is the owner of the trademarks listed on Schedule A (the "Marks"); and

WHEREAS, Urban Brands, Inc., a Delaware corporation located at 100 Metro Way, Secaucus, New Jersey 07094 ("Assignee") is desirous of acquiring all of Assignor's worldwide rights in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby irrevocably assigns to the Assignee all of its worldwide right, title and interest in and to the Marks, including U.S. Registrations, together with the goodwill of the business symbolized thereby or in the case of any application under §1(b) of the Trademark Act for which a verified statement of use has not yet been filed, assignment is to a successor to the business of the applicant or the portion of the business to which the mark pertains.

URBAN ACQUISITION CORP.

By: 
Name: _____
Title: **JOSEPH J. SITT, President**

Date: 4/21/99

SCHEDULE A

Mark

Registration No.

THE CARD WITH STYLE

1,843,879