TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Malia Mills, Inc.		04/25/2003	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	I.Am.MaliaMills, LLC
Street Address:	263 West 38th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type: New York Limited Liability Company: NEW YORK	

PROPERTY NUMBERS Total: 1

Property Type	Number
Serial Number:	78145587

CORRESPONDENCE DATA

Fax Number: (212)286-0854

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

212-697-5995 Phone:

Email: ptodocket@arelaw.com

Correspondent Name: Amster, Rothstein & Ebenstein

Address Line 1: 90 Park Avenue

Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER: 52000/6

NAME OF SUBMITTER: Anthony F. Lo Cicero

Total Attachments: 2

REEL: 002648 FRAME: 0504

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> TRADEMARK REEL: 002648 FRAME: 0505

TRADEMARK ASSIGNMENT

WHEREAS, Malia Mills, Inc., a corporation organized and existing under the laws of the State of New York, having an office and place of business at 263 West 38th Street, 16th Floor, New York, New York 10018 (hereinafter referred to as the "Assignor"), is the owner of all right, title and interest in and to the mark JUST MARRIED and is the owner of U.S. Application Serial No. 78/145,587 therefor; and

WHEREAS, I.Am.MaliaMills, LLC, a limited liability company organized and existing under the laws of the State of New York, having an office and place of business at 263 West 38th Street, 16th Floor, New York, New York 10018 (hereinafter referred to as the "Assignee") is desirous of acquiring all of the right, title and interest of Assignor in and to the subject mark and registration;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor as of the date hereof, does assign, transfer and deliver all of its right, title and interest in and to the subject mark and registration, together with that part of the goodwill of the business and that part of the business of Assignor connected with the use of and symbolized by such mark and such registration recited above, to Assignee.

Said Assignor hereby agrees to sign all lawful papers and to perform all other lawful acts which the Assignee may reasonably request to make this Assignment fully effective, including without limitation, execution of all other documents necessary to effect the intent of this Assignment.

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IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed by a duly authorized officer of the Assignor on the date which appears below.

	, , , , , , , , , , , , , , , , , , , ,	or the resignor on the date which appears below.
Dated:	New York, NY	MALIA MILLS, INC.
		By: (AllMille)
		Name: Carol P. Mills Title: secretary
CITY OI	F NEW YORK)
STATE	OF NEW YORK) ss.:)
	te	
mill.	On this <u>~ < S</u> day of <u>~</u> _to me known who, by r	ne being duly sworn, did depose and say that he/she was
an office	er of Assignor on the date	on which he/she executed the above Assignment, that the
stateme	nts contained therein	are true according to the best of his/her knowledge,

information and belief, and that he/she executed the above Assignment on behalf of such

Assignor with full authority to do so.

Notary Public

SABRINA K. MALLAY
Notary Public, State of New York
No. 01MA5083992
Qualified in Queens County
Commission Expires

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RECORDED: 05/06/2003