

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Star Trak Entertainment		09/22/2003	CORPORATION: VIRGINIA

RECEIVING PARTY DATA	
Name:	BBC Ice Cream, LLC
Street Address:	888 Seventh Avenue
Internal Address:	38th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 5		
Property Type	Number	Word Mark
Serial Number:	78301129	
Serial Number:	78301131	
Serial Number:	78301777	
Serial Number:	78215022	BILLIONAIRE BOYS CLUB
Serial Number:	78215027	ICE CREAM

CORRESPONDENCE DATA	
Fax Number:	(212)326-0806
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-326-0831
Email:	tle@pryorcashman.com
Correspondent Name:	Teresa A. Lee, Esq.
Address Line 1:	c/o Pryor Cashman Sherman & Flynn, LLP
Address Line 2:	410 Park Avenue
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ATTORNEY DOCKET NUMBER:	10189.00001
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NAME OF SUBMITTER:

Teresa A. Lee, Esq.

Total Attachments: 5

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TRADEMARK ASSIGNMENT

This Agreement (hereinafter the "Agreement") is made and entered into effective September 2, 2003 (hereinafter the "Effective Date") by and between Star Trak Entertainment (hereinafter "Star Trak"), a corporation organized and existing under the laws of the State of Virginia, with an office at 888 Seventh Avenue, 38th Floor, New York, NY 10019, on the one hand, and BBC Ice Cream, LLC (hereinafter "BBC"), a limited liability company organized under the laws of the State of Delaware, with an office at 888 Seventh Avenue, 38th Floor, New York, NY 10019, on the other hand;

WHEREAS, Star Trak owns the trademark applications for the marks BILLIONAIRE BOYS CLUB and ICE CREAM (hereinafter collectively referred to as the "Marks") in the United States, Canada, European Union, Norway, Switzerland, Hong Kong and Japan, as shown in Schedule A attached hereto; and

WHEREAS, BBC wishes to acquire from Star Trak all right, title and interest in, to and under such Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Star Trak hereby assigns, transfers and conveys to BBC, its successors, assigns and legal representatives forever, Star Trak's entire right, title and interest throughout the world in and to such Marks, together with that part of the goodwill of Star Trak's business connected with the use thereof and symbolized thereby, and any and all of Star Trak's other rights, privileges and priorities provided under the United States, state or foreign law with respect to the Marks,

including, without limitation, Star Trak's common law rights and rights under the laws of unfair competition (hereinafter collectively referred to as the "Transferred Rights"), and any and all of Star Trak's rights to obtain renewals, reissues, and extensions for such Marks upon registration of such Marks throughout the world, or other legal protections pertaining to the Transferred Rights.

STAR TRAK ENTERTAINMENT



Name: Robert Walker
Title: President

BBC ICE CREAM, LLC



Name: Robert Walker
Title: President

SCHEDULE A

TRADEMARK PORTFOLIO – WORLDWIDE

<i>Mark and Appl./Reg. No.</i>	<i>Country</i>	<i>Goods / Service General Categories and Class(es)</i>
BILLIONAIRE BOYS CLUB Appl. Serial No. 78/301,129	United States	Eyewear and related accessories in cl. 9.
BILLIONAIRE BOYS CLUB Appl. Serial No. 78/301,131	United States	Jewelry, watches and related accessories in cl. 14.
BILLIONAIRE BOYS CLUB Appl. Serial No. 78/301,777	United States	Bags and related accessories in cl. 18.
BILLIONAIRE BOYS CLUB Appl. Serial No. 78/215,022	United States	Clothing, footwear and related accessories in cl. 25.
ICE CREAM Appl. Serial No. 78/215,027	United States	Clothing, footwear and related accessories in cl. 25.
BILLIONAIRE BOYS CLUB Appl. Serial No. 1187562	Canada	Cosmetics, fragrances, hair, nail, bath and body products in cl. 3; Eyewear and related accessories in cl. 9; Jewelry, watches and related accessories in cl. 14; Bags and related accessories in cl. 18; and Clothing, footwear and related accessories in cl. 25.
ICE CREAM Appl. Serial No. 1187561	Canada	Cosmetics, fragrances, hair, nail, bath and body products in cl. 3; Eyewear and related accessories in cl. 9; Jewelry, watches and related accessories in cl. 14; Bags and related accessories in cl. 18; and Clothing, footwear and related accessories in cl. 25.
BILLIONAIRE BOYS CLUB Appl. Serial No. [not available]	European Union	Cosmetics, fragrances, hair, nail, bath and body products in cl. 3; Eyewear and related accessories in cl. 9; Jewelry, watches and related accessories in cl. 14; Bags and related accessories in cl. 18; and Clothing, footwear and related accessories in cl. 25.

<u>Mark and Appl./Reg. No.</u>	<u>Country</u>	<u>Goods / Service General Categories and Class(es)</u>
ICE CREAM Appl. Serial No. [not available]	European Union	Cosmetics, fragrances, hair, nail, bath and body products in cl. 3; Eyewear and related accessories in cl. 9; Jewelry, watches and related accessories in cl. 14; Bags and related accessories in cl. 18; and Clothing, footwear and related accessories in cl. 25.
BILLIONAIRE BOYS CLUB Appl. Serial No. 200307699	Norway	Cosmetics, fragrances, hair, nail, bath and body products in cl. 3; Eyewear and related accessories in cl. 9; Jewelry, watches and related accessories in cl. 14; Bags and related accessories in cl. 18; and Clothing, footwear and related accessories in cl. 25.
ICE CREAM Appl. Serial No. 200307700	Norway	Cosmetics, fragrances, hair, nail, bath and body products in cl. 3; Eyewear and related accessories in cl. 9; Jewelry, watches and related accessories in cl. 14; Bags and related accessories in cl. 18; and Clothing, footwear and related accessories in cl. 25.
BILLIONAIRE BOYS CLUB Appl. Serial No. 04157/2003	Switzerland	Cosmetics, fragrances, hair, nail, bath and body products in cl. 3; Eyewear and related accessories in cl. 9; Jewelry, watches and related accessories in cl. 14; Bags and related accessories in cl. 18; and Clothing, footwear and related accessories in cl. 25.

<u>Mark and Appl./Reg. No.</u>	<u>Country</u>	<u>Goods / Service General Categories and Class(es)</u>
ICE CREAM Appl. Serial No. 04175/2003	Switzerland	Cosmetics, fragrances, hair, nail, bath and body products in cl. 3; Eyewear and related accessories in cl. 9; Jewelry, watches and related accessories in cl. 14; Bags and related accessories in cl. 18; and Clothing, footwear and related accessories in cl. 25.
BILLIONAIRE BOYS CLUB Appl. Serial No. 300062757	Hong Kong	Cosmetics, fragrances, hair, nail, bath and body products in cl. 3; Eyewear and related accessories in cl. 9; Jewelry, watches and related accessories in cl. 14; Bags and related accessories in cl. 18; and Clothing, footwear and related accessories in cl. 25.
ICE CREAM Appl. Serial No. 300062766	Hong Kong	Cosmetics, fragrances, hair, nail, bath and body products in cl. 3; Eyewear and related accessories in cl. 9; Jewelry, watches and related accessories in cl. 14; Bags and related accessories in cl. 18; and Clothing, footwear and related accessories in cl. 25.
BILLIONAIRE BOYS CLUB Appl. Serial No. 2003-069349	Japan	Eyewear and related accessories in cl. 9; Bags and related accessories in cl. 18; and Clothing, footwear and related accessories in cl. 25.
ICE CREAM Appl. Serial No. 2003-069350	Japan	Eyewear and related accessories in cl. 9; Bags and related accessories in cl. 18; and Clothing, footwear and related accessories in cl. 25.