

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Arbor Packaging, Inc.		10/01/1996	CORPORATION: NEW YORK

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Frank Salacuse
<b>Street Address:</b>	4022 West Gilgo
<b>City:</b>	Babylon
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	11702
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES

<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	2177011	SOBE

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(203)849-9300
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	203-849-8300
<b>Email:</b>	lamb@gandb.com
<b>Correspondent Name:</b>	James G. Coplit
<b>Address Line 1:</b>	Grimes & Battersby, LLP
<b>Address Line 2:</b>	488 Main Avenue
<b>Address Line 4:</b>	Norwalk, CONNECTICUT 06851-1008

<b>ATTORNEY DOCKET NUMBER:</b>	GBG000USN
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<b>NAME OF SUBMITTER:</b>	George K. Lamb
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<b>Total Attachments: 2</b> source=Assignment2_1#page1.tif source=Assignment2_2#page1.tif
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OP \$40.00 2177011

**ASSIGNOR AND ASSIGNMENT OF MARKS**

THIS ASSIGNMENT made as of the 1<sup>st</sup> day of October 1996, by and between ARBOR PACKAGING, INC., a New York corporation ("ASSIGNOR") and FRANK SALACUSE a New York resident at 4022 West Gilgo, Babylon, N.Y. 11702 ("ASSIGNEE").

**WITNESSETH:**

WHEREAS, ASSIGNOR is the sole and exclusive owner of rights in and to the marks **SOUTH BEACH** and **SOBE** (the "Marks"), including, but not limited to, the registrations and applications for registration for the Marks identified more fully in the attached Schedule A, and further is the sole and exclusive owner of all business goodwill related thereto;


WHEREAS, ASSIGNEE desires to acquire all rights, title and interest in and to the Marks and all business goodwill related therewith, with respect to all of the goods listed in the registrations and applications (hereinafter the "Goods"), and the right to the exclusive use of the marks for all such Goods; and

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

1. Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of TEN DOLLARS (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto ASSIGNEE the full and exclusive entire right, title and interest in, to and under the Marks, for all the Goods and the business goodwill associated therewith, including, without limitation, all renewals thereof, all proceeds therefrom (including, but not limited to, all license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, and the good will of the business associated with and symbolized by the Marks and the registrations and applications identified in Schedule A, hereto.

IN WITNESS WHEREOF, this ASSIGNMENT has been duly authorized, executed and is effective as of the day and year first above written.

ARBOR PACKAGING, INC.

By:   
Name: Frank Salacuse  
Title: President

**SCHEDULE A**

**SOUTH BEACH**

<b>COUNTRY</b>	<b>APPLICATION</b>	<b>REGISTRATION</b>	<b>STATUS</b>
<b>GB</b>	<b>1,548,160</b>	<b>1,548,160</b>	<b>REGISTERED</b>
<b>US</b>	<b>74/370,890</b>		<b>APPLICATION</b>
<b>US</b>	<b>74/370,616</b>	<b>2,012,164</b>	<b>REGISTERED</b>
<b>US</b>	<b>74/424,557</b>	<b>2,166,040</b>	<b>REGISTERED</b>
<b>US</b>	<b>75/214,552</b>		<b>APPLICATION</b>
<b>US</b>	<b>74/370,619</b>	<b>2,167,793</b>	<b>REGISTERED</b>
<b>US</b>	<b>74/370,867</b>	<b>2,077,781</b>	<b>REGISTERED</b>
<b>US</b>	<b>74/424,096</b>	<b>2,207,366 A</b>	<b>REGISTERED</b>
<b>US</b>	<b>74/424,095</b>	<b>2,159,135 A</b>	<b>REGISTERED</b>

**SOBE**

<b>COUNTRY</b>	<b>APPLICATION</b>	<b>REGISTRATION</b>	<b>STATUS</b>
<b>US</b>	<b>74,371,142</b>	<b>2,177,011</b>	<b>REGISTERED</b>

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