

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
Franshaw, Inc.		06/28/2004	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	Camp Beverly Hills, Ltd.
Street Address:	1411 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Registration Number:	1219064	CAMP BEVERLY HILLS
Registration Number:	1420959	CAMP BEVERLY HILLS
Registration Number:	1453810	CAMP BEVERLY HILLS
Registration Number:	2453510	CAMP BEVERLY HILLS

CORRESPONDENCE DATA	
Fax Number:	(212)425-5288
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-425-7200
Email:	tmdocketny@kenyon.com
Correspondent Name:	Howard J. Shire, Esq.
Address Line 1:	One Broadway
Address Line 4:	New York, NEW YORK 10004

ATTORNEY DOCKET NUMBER:	10383/999
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NAME OF SUBMITTER:	Howard J. Shire, Esq.
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Total Attachments: 3

CH \$115.00 1219064

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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is made as of the 28th day of June, 2004, by and between FRANSHAW, INC., a New York corporation with its principal place of business at 1411 Broadway, New York, New York ("Assignor") and CAMP BEVERLY HILLS, LTD., a New York Corporation with its principal place of business at 1411 Broadway, New York, New York ("Assignee").

WHEREAS, as of the date hereof, and subject to the provisions of that certain Trademark Purchase Agreement dated of even date (the "Agreement"), Assignor uses and owns certain trademarks and certain U.S. federal trademark registrations (the "Trademarks"), which registrations are identified on Exhibit "A" attached hereto; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks, the registrations therefor, and the goodwill of Assignor's business in connection therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Assignor hereby sells, assigns and transfers to Assignee, Assignor's entire right, title and interest in and to the Trademarks, the referenced registrations therefor, together with the goodwill of the business appurtenant to, associated with, or symbolized by said Trademarks and registrations and the use thereof; and the right (but not the obligation) to sue and recover for past or present infringements of the Trademarks.

This Assignment of Trademarks is expressly subject to the Agreement by and between the parties hereto of even date herewith.

IN WITNESS WHEREOF, Assignor has caused this Assignment of Trademarks to be executed as of the date first written above.

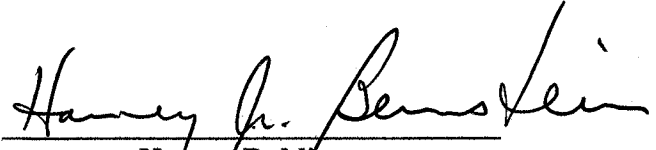
FRANSHAW, INC.

By: 
Name: Ezra D. Tawil, Secretary

STATE OF NEW YORK)

COUNTY OF New York ; ss.:

On the 14 day of July, in the year 2004, before me, the undersigned, a notary public in and for said state, personally appeared EZRA TAWIL personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.



Notary Public

HARVEY A. BERNSTEIN
Notary Public, State of New York
No. 01B4725146
Qualified in New York County
Commission Expires July 31, 2006

TRADEMARK

REF: 002893 FRAME: 0823

EXHIBIT A

<u>TRADEMARK</u>	<u>REG. NO.</u>
CAMP BEVERLY HILLS and Design	1,219,064
CAMP BEVERLY HILLS and Design	1,420,959
CAMP BEVERLY HILLS and Design	1,453,810
CAMP BEVERLY HILLS	2,453,510