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Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): ARBOR PACKAGING, INC.

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

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 10/01/1996

2. Name and address of receiving party(ies)

Name: FRANK SALACUSE Internal Address:

Street Address: 4022 West Gilgo

City: Babylon State: NY Zip: 11702

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

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2177011

Additional number(s) attached Yes No

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

Name: James G. Coplit

Internal Address:

Street Address: Grimes & Battersby, LLP

488 Main Avenue, Third Floor

City: Norwalk State: CT Zip: 06851

6. Total number of applications and registrations involved: 1

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

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

07-2162

DO NOT USE THIS SPACE

9. Signature.

JAMES G. COPLIT Name of Person Signing

Signature

01/09/2004 Date

Total number of pages including cover sheet, attachments, and document: 3

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Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002898 FRAME: 0143

ASSIGNOR AND ASSIGNMENT OF MARKS

THIS ASSIGNMENT made as of the 1st 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

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

SOBE

COUNTRY	APPLICATIONS	REGISTERED	STATUS
US	74,371,142	2,177,011	REGISTERED

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