

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |                     |
|----------------------------------|--|-----------------------|---------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                       |                     |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                     |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                     |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>  |
| Boutique Jacob Inc.              |  | 01/28/2005            | CORPORATION: CANADA |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                     |
| <b>Name:</b>                     | 9101-2096 Quebec Inc.  |                       |                     |
| <b>Street Address:</b>           | 6125, Cote-de-Liesse Road  |                       |                     |
| <b>City:</b>                     | St-Laurent Montreal  |                       |                     |
| <b>State/Country:</b>            | CANADA   |                       |                     |
| <b>Postal Code:</b>              | H4T 1C8  |                       |                     |
| <b>Entity Type:</b>              | CORPORATION: CANADA  |                       |                     |
| <b>PROPERTY NUMBERS Total: 6</b> |  |                       |                     |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                     |
| Serial Number:                   | 74640639   | JACOB                 |                     |
| Serial Number:                   | 75512693   | JACOB JR              |                     |
| Serial Number:                   | 78460638   | JACOB CONNEXION       |                     |
| Serial Number:                   | 78460508   | JACOB CONNEXION       |                     |
| Serial Number:                   | 76274855   | JACOB JR.             |                     |
| Serial Number:                   | 76274854   | JACOB                 |                     |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                     |
| <b>Fax Number:</b>               | (312)569-3468  |                       |                     |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                     |
| <b>Phone:</b>                    | 312/569-1468   |                       |                     |
| <b>Email:</b>                    | mmurray@gcd.com  |                       |                     |
| <b>Correspondent Name:</b>       | Mary Margaret Murray -- GCD  |                       |                     |
| <b>Address Line 1:</b>           | 191 North Wacker Drive   |                       |                     |
| <b>Address Line 2:</b>           | Suite 3700   |                       |                     |
| <b>Address Line 4:</b>           | Chicago, ILLINOIS 60606-1698   |                       |                     |

**CH \$165.00 74640639**

DOMESTIC REPRESENTATIVE

Name: Mary Margaret Murray -- GCD  
Address Line 1: 191 North Wacker Drive  
Address Line 2: Suite 3700  
Address Line 4: Chicago, ILLINOIS 60606-1698

|                    |                        |
|--------------------|------------------------|
| NAME OF SUBMITTER: | Mary Margaret Murray   |
| Signature:         | /Mary Margaret Murray/ |
| Date:              | 01/31/2005             |

Total Attachments: 2  
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JACOB FINANCE

514 731 0030 P.04/08

**ASSIGNMENT OF TRADE-MARKS USA**

WHEREAS BOUTIQUE JACOB INC. (hereinafter the "Assignor") is the owner of the trade-marks listed in Schedule A hereto (hereinafter the "Trade-marks"); and


WHEREAS 9101-2096 QUÉBEC INC. (hereinafter the "Assignee"), the full post office address of whose principal office or place of business is 6125, Cote-de-Liesse Road, St-Laurent (Montreal), Quebec H4T 1C8, wishes to acquire the said Trade-marks.

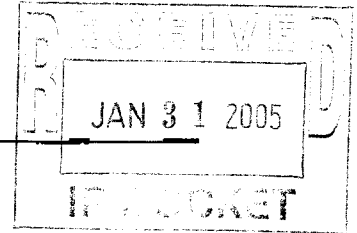
NOW THEREFORE, THESE PRESENTS WITNESSETH THAT:

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign and transfer unto the Assignee, all its rights, title and interest in and to the Trade-mark, together with the goodwill attached thereto.


EXECUTED at Montreal, province of Quebec, Canada, this 28<sup>th</sup> day of January, 2005.

BOUTIQUE JACOB INC.

By:   
Joseph Basmaji  
President



9101-2096 QUÉBEC INC.

By:   
Joseph Basmaji  
President

SCHEDULE A

| Trade-marks              | Application No. | Registration No. |
|--------------------------|-----------------|------------------|
| JACOB                    | 74/640,639      | 1,966,588        |
| JACOB JR & DESSIN        | 75/512,693      | 2,452,319        |
| JACOB CONNEXION & DESSIN | 78/460,638      |                  |
| JACOB CONNEXION          | 78/460,508      |                  |
| JACOB JR.                | 76/274,855      |                  |
| JACOB                    | 76/274,854      | 2,770,743        |