

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Aron West, Inc.		01/07/2005	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Aron Group, Inc.		
Street Address:	350 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10118		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1592603	KINCAID & COMPANY	
Registration Number:	1592115	KILSBY	
Registration Number:	1415087	MICHAEL JACOBS	
Registration Number:	1204604	JR JACOBS ROBERTS LTD	
CORRESPONDENCE DATA			
Fax Number:	(212)245-3009		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-541-6222		
Email:	skaplan@kanekessler.com		
Correspondent Name:	Kane Kessler, PC		
Address Line 1:	1350 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10019		
NAME OF SUBMITTER:	Brendan P. McFeely		
Signature:	/brendan p mcfeely/		

OP \$115.00 1592603

Date:

05/05/2005

Total Attachments: 3

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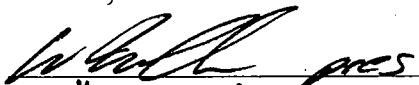
WHEREAS, Aron West, Inc, a corporation organized and existing under the laws of the State of California, with an office at 350 Fifth Avenue, New York, New York 10118 (hereinafter called the "ASSIGNOR") is the owner of and has adopted, used and is using the trademark(s) set forth on the attached Schedule, registered in the United States Patent and Trademark Office or for which application(s) for registration have been filed in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, Aron Group, Inc. a corporation organized and existing under the laws of the State of Delaware, with an office at 350 Fifth Avenue, New York, New York 10118 (hereinafter called the "ASSIGNEE") is desirous of acquiring all right, title and interest in and to the Trademarks, the registrations thereof and applications therefor.

NOW, THEREFORE, in consideration of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors and assigns, all right, title and interest in and to trademarks, together with the goodwill connected with the use of and symbolized by the Trademarks. ASSIGNOR transfers and assigns the ongoing and existing businesses associated with the Trademarks and the goods and services related thereto.

IN WITNESS WHEREOF, ASSIGNOR has hereunto executed this instrument
this 2th day of January, 2005.

ARON WEST, INC.

By:  pres
Name: William Aron
Title: President

Schedule A

Trademarks

KINCAID & COMPANY
KILSBY
MICHAEL JACOBS
JR JACOBS ROBERTS LTD

U.S. Reg. No. 1,592,603
U.S. Reg. No. 1,592,115
U.S. Reg. No. 1,415,087
U.S. Reg. No. 1,204,604