

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
M. Aron Corporation		03/25/2004	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: 14

Property Type	Number	Word Mark
Registration Number:	1236450	
Registration Number:	869435	
Registration Number:	869433	ROOSTER
Registration Number:	869434	ROOSTER
Registration Number:	1114555	ROOSTER
Registration Number:	1046428	ROOSTER
Registration Number:	443922	CONCERTO
Registration Number:	859345	DE CARLO
Registration Number:	1308129	DON EAGLE
Registration Number:	211273	PARIS
Registration Number:	1402248	SAVOY
Registration Number:	797851	ALPACANIT
Serial Number:	76457319	PALIO
Serial Number:	76458142	PALIO

OP \$365.00 1236450

CORRESPONDENCE DATA

Fax Number: (212)245-3009

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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/
Date:	05/05/2005

Total Attachments: 3
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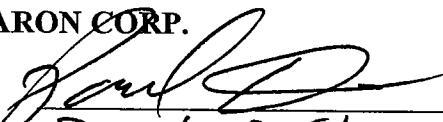
WHEREAS, M. Aron Corp., a corporation organized and existing under the laws of the State of New York, with an office at 350 Fifth Avenue, New York, New York 10118 (hereinafter called the "ASSIGNOR") is the owner of and has adopted, used and is using the trademark(s) set forth on the attached Schedule, 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 New York, 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 25 day of March, 2004.

M. ARON CORP.

By: 
Name: Paul DeFilippo
Title: CFO

Schedule A

Trademarks

Misc. Design	U.S. Reg. No. 1,236,450
Misc. Design	U.S. Reg. No. 869,435
ROOSTER	U.S. Reg. No. 869,433
ROOSTER & des.	U.S. Reg. No. 869,434
ROOSTER	U.S. Reg. No. 1,114,555
ROOSTER	U.S. Reg. No. 1,046,428
CONCERTO	U.S. Reg. No. 443,922
DE CARLO	U.S. Reg. No. 859,345
DON EAGLE	U.S. Reg. No. 1,308,129
PARIS	U.S. Reg. No. 211,273
SAVOY	U.S. Reg. No. 1,402,248
ALPACANIT	U.S. Reg. No. 797,851
PALIO	U.S. Application Serial No. 76/457,319
PALIO	U.S. Application Serial No. 76/458,142