

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	07/29/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Beau Brummel SoHo, LLC		07/29/2005	Limited Liability Company: NEW YORK

**RECEIVING PARTY DATA**

Name:	Brinkmanship Import and Export LLC
Street Address:	19 Wimbledon Court
City:	White Plains
State/Country:	NEW YORK
Postal Code:	10607
Entity Type:	Limited Liability Company:

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	879998	BEAU BRUMMELL
Registration Number:	521764	BEAU BRUMMELL
Registration Number:	421954	BEAU BRUMMELL

**CORRESPONDENCE DATA**

Fax Number: (212)521-5450  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: pcarey@reedsmith.com  
 Correspondent Name: Susan M. Rosenfeld  
 Address Line 1: 599 Lexington Avenue  
 Address Line 2: 29th Floor  
 Address Line 4: New York, NEW YORK 10022-7650

NAME OF SUBMITTER:	Susan M. Rosenfeld
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OP \$90.00 879998

Signature:

/susan m. rosenfeld/

Date:

08/03/2005

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Beau Brummel SoHo, LLC, a New York limited liability company, with offices at 36 Harbor Lane, Roslyn Harbor, New York 11576 (hereinafter referred to as the "Assignor") is the owner of all right, title and interest in and to the common-law trademarks and U. S. trademark registrations in the United States Patent and Trademark Office set forth and more particularly described on Schedule A (hereinafter, the "Trademarks");

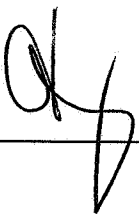
WHEREAS, Brinkmanship Import and Export LLC, a New York limited liability, with offices at 19 Wimbledon Court, White Plains, New York 10607, (hereinafter called the "Assignee"), is desirous of acquiring any and all rights that Assignor may have in and to the said Trademarks, any common law rights therein, and the registrations and applications therefor and, together with the goodwill of the business in connection with which the said Trademarks are used and which is symbolized by said Trademarks, along with the right to recover for damages and profits for past infringements thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell and assign unto Assignee all right, title and interest in and to the said Trademarks and the registrations and applications therefor for the United States and throughout the world, as set forth and more particularly described on Schedule "A" hereto, together with the goodwill of the business in connection with which the said Trademarks are used and which is symbolized by said Trademarks, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver, at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's right, title, and interest in and to the said Trademarks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.


IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed as of the 29 day of July 2005.

ATTEST:

  
\_\_\_\_\_

ASSIGNORS:

BEAU BRUMMEL SOHO, LLC

By:   
\_\_\_\_\_  
Name: Stephen Gutman  
Title: Manager

STATE OF NEW YORK }

}ss:

COUNTY OF NEW YORK }

On the 1 day of <sup>August</sup>~~JULY~~ in the year 2005, before me, the undersigned, a notary public in and for said state, personally appeared STEPHEN GUTMAN personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

My Commission Expires:

  
\_\_\_\_\_  
Notary Public

SETH P. MARKOWITZ  
NOTARY PUBLIC, STATE OF NEW YORK  
LIC. #02MA6061665  
QUALIFIED IN NASSAU COUNTY  
COMMISSION EXPIRES JULY 16, 2007

TRADEMARKS ASSIGNED

<u>MARK</u>	<u>Serial/Registration Number</u>	<u>Registration Date</u>
BEAU BRUMMEL		
BEAU BRUMMEL SOHO		
BEAU BRUMMELL	879,998	November 4, 1969
BEAU BRUMMELL	521,764	March 7, 1950
BEAU BRUMMELL	421,954	June 25, 1946