

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
it's Sugar! LLC	FORMERLY Sweets in the City, LLC	10/24/2005	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	It'Sugar LLC		
Street Address:	6 Glenville Street		
City:	Greenwich		
State/Country:	CONNECTICUT		
Postal Code:	06831		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78604058	IT'S SUGAR!	
Serial Number:	78496677	IT'S SUGAR!	
CORRESPONDENCE DATA			
Fax Number:	(860)275-0343		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	860-275-0589		
Email:	ptomail@dbh.com		
Correspondent Name:	Barb Villandry, Day, Berry & Howard		
Address Line 1:	CityPlace 1		
Address Line 4:	Hartford, CONNECTICUT 06103		
ATTORNEY DOCKET NUMBER:	036344-00070		
NAME OF SUBMITTER:	Barb Villandry		
Signature:	/Barb Villandry/		

CH \$65.00 78604058

Date:

10/25/2005

Total Attachments: 2

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Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "IT'S SUGAR! LLC", CHANGING ITS NAME FROM "IT'S SUGAR! LLC" TO "IT'SUGAR LLC", FILED IN THIS OFFICE ON THE TWENTY-FOURTH DAY OF OCTOBER, A.D. 2005, AT 2:06 O'CLOCK P.M.



3850809 8100

050865965

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4246605

DATE: 10-24-05

TRADEMARK
REEL: 003181 FRAME: 0771

**CERTIFICATE OF AMENDMENT
TO
CERTIFICATE OF FORMATION
OF
IT'S SUGAR! LLC**

It is hereby certified that:

1. The name of the limited liability company (hereinafter called the "Company") is It's Sugar! LLC.
2. The certificate of formation of the Company is hereby amended by striking out Article FIRST thereof and by substituting in lieu of said Article the following new Article:

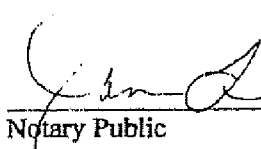
"FIRST: The name of the limited liability company is: IT'SUGAR LLC".

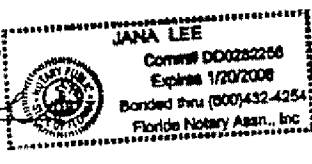
IN WITNESS WHEREOF, the undersigned, an authorized person of the Company, has signed this Certificate of Amendment on behalf of the Company this 30th day of September, 2005.


Jeffrey Rubin
President and Manager

STATE OF FLORIDA
(SS)
COUNTY OF PALM BEACH

On this 30th day of September in the year 2005, before me, the undersigned notary public, personally appeared Jeffrey Rubin, known to me to be the person whose name is subscribed to the within instrument and acknowledged that he executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.


Notary Public


JANA LEE
Comm# D0028258
Expires 1/20/2008
Bonded thru (900)432-4254
Florida Notary Assn., Inc