

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
Scoop Management Inc.		01/18/2006	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	Scoop Management LLC
Street Address:	532 Broadway, Fourth Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10012
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 26

Property Type	Number	Word Mark
Registration Number:	2934465	BLEND IT
Registration Number:	1964866	SCOOP
Registration Number:	2431112	SCOOP BEACH
Registration Number:	3043890	SCOOP KIDS
Registration Number:	2431111	SCOOP STREET
Registration Number:	2444013	SCOOP NYC
Registration Number:	2556795	SCOOP SHORE CLUB
Registration Number:	2586217	SCOOP IT UP
Registration Number:	2586216	SCOOP IT UP
Registration Number:	2755389	SCOOP
Registration Number:	2912564	SCOOP
Registration Number:	2912565	SCOOP
Registration Number:	2912561	SCOOP
Registration Number:	2912562	SCOOP

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Registration Number:	2912560	SCOOP
Registration Number:	2912563	SCOOP
Registration Number:	2912559	SCOOP
Registration Number:	2927491	SCOOP
Registration Number:	2922305	THE ULTIMATE CLOSET
Registration Number:	3005428	SCOOP STARTING YOUNG
Serial Number:	76469687	SCOOP NYC
Serial Number:	76469686	SCOOP
Serial Number:	76567600	SCOOP
Serial Number:	78346944	SCOOP - VEGAS
Serial Number:	76572546	THE ULTIMATE CLOSET
Serial Number:	76600479	MEAT

CORRESPONDENCE DATA

Fax Number: (212)595-5955
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2127562264
Email: marc.wytenbach@srz.com
Correspondent Name: Marc Wytenbach, Esq.
Address Line 1: 919 Third Avenue
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	065881.0002
NAME OF SUBMITTER:	Marc A. Wytenbach, Esq.
Signature:	/sas for mw/
Date:	01/23/2006

Total Attachments: 6
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TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** (the "Assignment") is made and entered into as of December 31, 2005 (the "Effective Date") between **SCOOP MANAGEMENT INC.** ("the Assignor"), a New York corporation, and **SCOOP MANAGEMENT LLC** ("the Assignee"), a Delaware limited liability company (registered with the Secretary of State of New York under the name "New York City Scoop").

WHEREAS, Assignor and Assignee are parties to the Contribution Agreement dated as of December 31, 2005 (the "Agreement"), pursuant to which Assignor contributed all of Assignor's directly held assets and liabilities in the Company Business (as defined in the Agreement) to Assignee, including, but not limited to, all of the trademarks and service marks, and the registrations and applications thereof listed on Schedule A attached hereto (the "Trademarks"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks, and Assignor wishes to assign same to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, sells and transfers unto Assignee, its successors and assigns, all of its right, title and interest throughout the world in perpetuity, including common law rights, in and to the Trademarks, together with the goodwill associated therewith and the entire business and/or portion thereof to which the Trademarks pertains, and the right to sue and recover for all past, present and future infringements and other violations of the Trademarks, the same to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had this assignment not been made. Assignor hereby covenants and agrees to provide any further necessary documentation and do all further acts reasonably requested by Assignee in this regard to confirm and perfect title in and to the Trademarks in Assignee, its successors, assign or other legal representatives.

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IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as an instrument under seal as of the Effective Date.

ASSIGNOR: **SCOOP MANAGEMENT INC.**

By: _____
Name:
Title:

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF _____
COUNTY OF _____

ss.:

KATHERINE LORING
NOTARY PUBLIC, STATE OF NEW YORK
No. 01L06121738
QUALIFIED IN MANHATTAN COUNTY
COMMISSION EXPIRES JAN. 24, 2009

On this 18th day of January, 2006, before me, the undersigned, personally appeared _____, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Katherine Loring

[NOTARY SEAL]

ASSIGNEE:

SCOOP MANAGEMENT LLC

By: _____

Name:

Title:

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF _____

ss.:

COUNTY OF _____

KATHERINE LORING
NOTARY PUBLIC, STATE OF NEW YORK
No. 01L06121738
QUALIFIED IN MANHATTAN COUNTY
COMMISSION EXPIRES JAN. 24, 2009

On this 18th day of January, 2006, before me, the undersigned, personally appeared _____, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Katherine Loring
 [NOTARY SEAL]

Schedule A

Trademarks

Registered Trademarks

Trademark	Category	File Date	Registration Number	Registration Date	Country
BLEND IT	Restaurant Services	12.30.03	2934465	3.22.05	United States
SCOOP	Clothing	3-24-93	1964866	4.2.96	United States
SCOOP BEACH	Store Services	10.8.99	2431112	2.27.01	United States
SCOOP KIDS	Clothing and Footwear	9.22.04	3043890	1.17.06	United States
SCOOP STREET	Store Services	10.8.99	2431111	2.27.01	United States
SCOOP NYC	Store Services	10.8.99	2444013	4.17.01	United States
SCOOP SHORE CLUB	Store Services	10.9.99	2556795	4.2.02	United States
SCOOP IT UP	Clothing	4.26.00	2586217	6.25.02	United States
SCOOP IT UP	Jewelry	4.26.00	2586216	6.25.02	United States
SCOOP PLUS DESIGN	Store Services	4.8.02	2755389	8.26.03	United States
SCOOP PLUS DESIGN	Jewelry & Key Chains	12.30.03	2912564	12.21.04	United States
SCOOP PLUS DESIGN	Stationary	12.30.03	2912565	12.21.04	United States
SCOOP PLUS DESIGN	Bags	12.30.03	2912561	12.21.04	United States
SCOOP PLUS DESIGN	Bedding, Towels and Linen	12.30.03	2912562	12.21.04	United States
SCOOP PLUS DESIGN	Clothing and Footwear	12.30.03	2912560	12.21.04	United States
SCOOP PLUS	Hair	12.30.03	2912563	12.21.04	United States

DESIGN	Accessories				
SCOOP PLUS DESIGN	Spring Water	12.30.03	2912559	12.21.04	United States
SCOOP PLUS DESIGN	Interactive and Online Retail Services – General Merchandise	1.20.04	2927491	2.22.05	United States
SCOOP THE ULTIMATE CLOSET PLUS DESIGN	Clothing and Footwear	12.30.03	2922305	2.1.05	United States
SCOOP STARTING YOUNG PLUS LOGO	Clothing and Footwear	12.30.03	3005428	10.11.05	United States
SCOOP	Jewelry, Bags and Clothing	10.28.99	1363928	10.28.99	CTM
WHAT'S THE SCOOP PLUS DESIGN	Clothing and footwear	3.7.05	4888224	08.19.05	Japan
SCOOP KIDS PLUS DESIGN	Clothing (not footwear)	3.7.05	4888225	08.19.05	Japan
SCOOPSTREET PLUS DESIGN	Clothing and footwear	3.7.05	4888226	08.19.05	Japan
SCOOP NYC PLUS LOGO	Clothing and Footwear	2.10.05	538026	9.22.05	Switzerland

Pending Trademarks

Trademark	Category	File Date	Serial Number	Country
SCOOP NYC	Fragrance & Cosmetics	11.12.02	76469687	United States
SCOOP PLUS DESIGN	Fragrance & Cosmetics	11.12.02	76469686	United States
SCOOP PLUS DESIGN (INTENT TO USE)	Furniture & Picture Frames	12.30.03	76567600	United States
SCOOP VEGAS	Store Services	12.30.03	78346944	United States
THE ULTIMATE CLOSET	Interactive and Online Retail Services – General Merchandise	1.27.04	76572546	United States

MEAT	Restaurant Services	7.2.04	76600479	United States
SCOOP KIDS	Store Services			United States
SCOOP PLUS DESIGN	Store Services	4.13.04	1210492	Canada
SCOOP PLUS DESIGN	Store Services	5.12.04	4009280	China
SCOOP PLUS DESIGN	Fragrance & Cosmetics, Eyewear, Store Services	4.30.04	3810686	CTM
SCOOP NYC PLUS DESIGN	Fragrance & Cosmetics	3.2.05		Japan
WHAT'S THE SCOOP AND SCOOP STREET	Clothing	8.17.05		China
WHAT'S THE SCOOP AND SCOOP STREET	Clothing	8.17.05		Hong Kong
WHAT'S THE SCOOP AND SCOOP STREET	Clothing	8.17.05		Taiwan
SCOOP NYC PLUS DESIGN	Store Services			Australia
SCOOP NYC PLUS DESIGN	Store Services			Saudi Arabia
SCOOP NYC PLUS DESIGN	Store Services			Dubai-United Arab Emirates
SCOOP NYC PLUS DESIGN	Store Services			Kuwait