

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
Moja Design Corp.		01/23/2006	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	SoBe News, Inc.		
Street Address:	404 Washington Avenue, Suite 650		
City:	Miami Beach		
State/Country:	FLORIDA		
Postal Code:	33139		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78460983	OCEAN DRIVE EYEWEAR	
CORRESPONDENCE DATA			
Fax Number:	(305)446-6191		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	305-448-7089		
Email:	cgoe@lfiplaw.com		
Correspondent Name:	Leslie J. Lott, Esq.		
Address Line 1:	P.O. Drawer 141098		
Address Line 4:	Coral Gables, FLORIDA 33114-1098		
ATTORNEY DOCKET NUMBER:	19041-1-8080		
NAME OF SUBMITTER:	Leslie J. Lott, Esq.		
Signature:	/C. Goe, Paralegal, for L.J. Lott, Esq./		
Date:	02/09/2006		

OP \$40.00 78460983

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Moja Design Corp., a New York corporation, having a business address of 257 Park Avenue South, 12th Floor, New York, NY 10010 (“Assignor”), adopted, owns and uses the trademark listed in the attached Exhibit A for which Assignor owns the identified federal trademark application on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein (“the Mark”); and

WHEREAS, SOBE News, Inc., a Florida corporation having an address of 404 Washington Avenue, Suite 650, Miami Beach, FL (“Assignee”), desires to acquire any and all rights and goodwill associated with the above-referenced Mark and the application therefor;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers, releases and assigns to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and the application for registration thereof, with any state or common law rights in the Mark, the right of priority, and all claims for damages by reason of past infringement of the Mark and the respective application, with the right to sue for and collect the same for its own use and behalf and for the use and behalf of its successors, assigns and other legal representatives.

Dated: JANUARY 23, 2006

MOJA DESIGN CORP

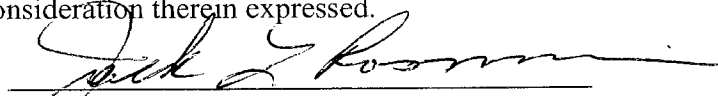
By: _____

Adam Wolman President
Printed Name and Title of Signing Officer

[Notarial Representation and Seal]

STATE OF NEW YORK §
 §
COUNTY OF NEW YORK §

Before me, the undersigned authority, on this 23RD day of JANUARY, 2006, personally appeared ADAM WOLMAN known to me to be the person whose name is subscribed to the foregoing instruments and acknowledged to me that (he/~~she~~) is authorized to execute the same on behalf of the identified corporation and that (he/~~she~~) executed the same on behalf of the corporation for the purposes and consideration therein expressed.



Notary Public, State of New York

Name Printed: JACK L. ROSMARIN

My Commission Expires: MAY 31, 2007

JACK L. ROSMARIN
Notary Public, State of New York
No. 01RO4751919
Qualified in New York County
Commission Expires May 31, 2007

EXHIBIT A

Mark

OCEAN DRIVE & Design

Application Serial No.

78/460,983