

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		SECURITY INTEREST	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Behar Licensing Corp.		03/31/2006	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	ISRAEL DISCOUNT BANK OF NEW YORK, IDB Factors Division		
Street Address:	511 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	73533513	IKE BEHAR	
CORRESPONDENCE DATA			
Fax Number:	(212)391-4556		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 730-1900		
Email:	mleve@ssghlaw.com		
Correspondent Name:	Silverberg Stonehill Goldsmith & Haber		
Address Line 1:	111 West 40th Street		
Address Line 2:	33rd Floor		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	10115.216		
NAME OF SUBMITTER:	Marc D. Leve		
Signature:	/Marc D. Leve/		
Date:	04/03/2006		

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**Total Attachments: 3**

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**TRADEMARK ASSIGNMENT OF SECURITY**

WHEREAS, BEHAR LICENSING CORP., a corporation organized under the laws of the State of Florida, located at 13955 NW 60th Avenue Miami Lakes, Florida 33014 (the "Company"), has adopted, used and is using the marks shown in the attached Schedule A (the "Marks"), for which there are registrations and/or applications in the United States Patent and Trademark Office under the numbers shown in the attached Schedule A; and

WHEREAS, Company is obligated to ISRAEL DISCOUNT BANK OF NEW YORK, IDB Factors Division ("Factor") pursuant to (i) a certain Unlimited Guaranty dated the date hereof, between Factor and Company and (ii) a certain Trademark Collateral Security Agreement, dated the date hereof, by Company in favor of Factor (as each may be amended, modified, restated or supplemented from time to time, collectively, the "Agreements"); and

WHEREAS, pursuant to the Agreements, Company is granting to Factor a security interest in the Marks, the goodwill of the business symbolized by the Marks, and the registrations and applications therefor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Company does hereby assign unto Factor and grant to Factor a security interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and registrations and applications therefor, which assignment and security interest shall secure all the Obligations as defined in the Agreements and in accordance with the terms and provisions thereof.

Company expressly acknowledges and affirms that the rights and remedies of Factor with respect to the assignment and security interest granted hereby are more fully set forth in the Agreements.

Dated: New York, New York  
March 31, 2006

Witness:  
BEHAR LICENSING CORP.

By: \_\_\_\_\_

Name: ARON BEHAR  
Title: President

STATE OF Florida )  
 ) ss.:  
COUNTY OF Miami-Dade )

On the 24 day of March, 2006, before me, the undersigned, a notary public in and for said state, 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 executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

*Gina Saenz*

Notary Public  
My Commission Expires:



**GINA SAENZ**  
NOTARY PUBLIC - STATE OF FLORIDA  
COMMISSION # DD201932  
EXPIRES 04/10/2007  
BONDED THRU 1-888-NOTARY1

SCHEDULE A

Schedule A to a Trademark Assignment of Security dated March \_\_, 2006, by and between BEHAR LICENSING CORP. and ISRAEL DISCOUNT BANK OF NEW YORK, IDB Factors Division

Registered Trademarks in and Pending Applications before the  
United States Patent and Trademark Office

TRADEMARK	APPLICATION NUMBER	APPLICATION DATE	REGISTRATION NUMBER	REGISTRATION DATE
IKE BEHAR	73533513	April 22, 1985	14058998	August 19, 1986