

**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:       | 04/06/2006                                   |

**CONVEYING PARTY DATA**

| Name                        | Formerly | Execution Date | Entity Type                         |
|-----------------------------|----------|----------------|-------------------------------------|
| GMAC COMMERCIAL FINANCE LLC |          | 04/06/2006     | LIMITED LIABILITY COMPANY: DELAWARE |

**RECEIVING PARTY DATA**

|                 |                                     |
|-----------------|-------------------------------------|
| Name:           | HB-GM Acquisition LLC               |
| Street Address: | 205 West 39th Street                |
| City:           | New York                            |
| State/Country:  | NEW YORK                            |
| Postal Code:    | 10018                               |
| Entity Type:    | LIMITED LIABILITY COMPANY: NEW YORK |

**PROPERTY NUMBERS Total: 4**

| Property Type  | Number   | Word Mark           |
|----------------|----------|---------------------|
| Serial Number: | 78684870 | IALEX ALEX GARFIELD |
| Serial Number: | 78700136 | IALEX ALEX GARFIELD |
| Serial Number: | 78602410 | AREA                |
| Serial Number: | 78543398 | JEANEROSITY         |

**CORRESPONDENCE DATA**

Fax Number: (212)262-5152  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212-977-9700  
 Email: bfishkin@phillipsnizer.com  
 Correspondent Name: Barry H. Fishkin  
 Address Line 1: 666 Fifth Avenue  
 Address Line 2: Phillips Nizer LLP  
 Address Line 4: New York, NEW YORK 10103

CH \$115.00 78684870

|  |                    |
|--|--------------------|
| ATTORNEY DOCKET NUMBER:  | 82190/001          |
| NAME OF SUBMITTER:   | Barry H. Fishkin   |
| Signature:   | /Barry H. Fishkin/ |
| Date:  | 04/12/2006         |
| Total Attachments: 3<br>source=Assignment of Trademark - GMAC 2a#page1.tif<br>source=Assignment of Trademark - GMAC 2a#page2.tif<br>source=Assignment of Trademark - GMAC 2a#page3.tif |                    |

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT is made as of April 6, 2006 by GMAC COMMERCIAL FINANCE LLC, a Delaware limited liability company ("Assignor") having its principal place of business at 1290 Avenue of the Americas, New York, New York 10104 to HB-GM Acquisition LLC, a New York limited liability company ("Assignee") having its principal place of business at c/o Harve Benard Ltd., 205 West 39<sup>th</sup> Street, New York, New York 10018.

WITNESSETH:

WHEREAS, Assignor by virtue of an assignment from GM Jones Brand Holdings Inc., is the owner of the entire right, title and interest in and to the trademarks, trade names, terms, designs and applications therefor described in Exhibit A annexed hereto and made a part hereof (individually and collectively, the "Trademarks");

WHEREAS, on the date hereof, Assignor transferred all of its right, title and interest in the Trademarks and the goodwill associated therewith and related assets to Assignee;

WHEREAS, Assignor and Assignee want to confirm and evidence the assignment and transfer of the Trademarks by Assignor to Assignee by this instrument;

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency which is hereby acknowledged, Assignor does hereby assign and transfer, and confirm the assignment and transfer to Assignee of, all right, title and interest of Assignor in, to and under any of the Trademarks and any registrations and applications therefor, together with the goodwill symbolized by such Trademarks for its own use and the use of its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed on its behalf by a duly authorized officer as of the date and year first above written.

GMAC Commercial Finance LLC

By: Kun [Signature]

Title: EvP

STATE OF NEW YORK     )  
  ) ss.:  
COUNTY OF NEW YORK )

On this 6<sup>th</sup> day of April 2006, before me personally came Kevin McGarry, to me known, who being duly sworn, did depose and say, that he is the VP of GMAC Commercial Finance LLC, the limited liability company described in and which executed the foregoing instrument; and that he signed his name thereto by order of the Board of Directors of said limited liability company.

Nancy Regina Palombo  
Notary Public

NANCY REGINA-PALOMBO  
Notary Public, State Of New York  
No. 01PA4772222  
Qualified In Bronx County  
Commission Expires 8/31/2006

EXHIBIT A to  
ASSIGNMENT OF TRADEMARKS

| <b>Trademark</b>    | <b>Serial Number</b> | <b>Filings Date</b> |
|---------------------|----------------------|---------------------|
| iAlex Alex Garfield | 78684870             | August 3, 2005      |
| iAlex Alex Garfield | 78700136             | August 25, 2005     |
| Area                | 78602410             | April 5, 2005       |
| Jeanerosity         | 78543398             | January 6, 2005     |