

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
Fairchild Publications, Inc.		04/13/2006	CORPORATION: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Fashion Footwear Association of New York, Inc.		
Street Address:	768 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	a not for profit corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2339382	NEW YORK SHOE EXPO	
CORRESPONDENCE DATA			
Fax Number:	(212)245-3009		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-541-6222		
Email:	skaplan@kanekessler.com		
Correspondent Name:	Susan S. Kaplan		
Address Line 1:	1350 Avenue of the Americas		
Address Line 2:	Kane Kessler, P.C.		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	3040-1		
NAME OF SUBMITTER:	Susan S. Kaplan		
Signature:	/susan s. kaplan/		
Date:	04/14/2006		

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REEL: 003289 FRAME: 0773

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Fairchild Publications, Inc., a Connecticut corporation with offices at 750 Third Avenue, New York, New York 10017 (hereinafter the "ASSIGNOR"), is the owner of and has adopted, used and is using the trademark set forth on the attached Schedule A, registered in the United States Patent and Trademark Office (the "Trademark"); and

WHEREAS, Fashion Footwear Association of New York, Inc., a not for profit corporation organized and existing under the laws of the State of New York, with an office at 768 Fifth Avenue, New York, New York 10019 (hereinafter called the "ASSIGNEE"), is desirous of acquiring all right, title and interest owned by ASSIGNOR in and to the Trademark and the registration thereof.

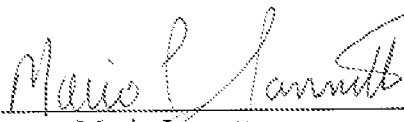
NOW, THEREFORE, in consideration of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors and assigns, all right, title and interest in and to the Trademark and the registration thereof, together with the goodwill connected with the use of and symbolized by the Trademark..

It is hereby covenanted that ASSIGNOR has the full right to convey the entire interest herein assigned, and the ASSIGNOR has not executed and will not execute any agreement in conflict herewith.

IN WITNESS WHEREOF, ASSIGNOR has hereunto executed this instrument
this 13 day of April, 2006.

FAIRCHILD PUBLICATIONS, INC.

By: _____


Name: Mario Jannetta
Title: Vice President

Schedule A

NEW YORK SHOE EXPO, U.S. Trademark Registration No. 2,339,382