

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
C. Ronson, Inc.		03/02/2006	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Sanei Charlotte Ronson, LLC		
Street Address:	80 W. 40th Street, Suite 30		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2637647	C. RONSON	
Serial Number:	78507242	CHARLOTTE RONSON	
Serial Number:	78507236	CHARLOTTE RONSON	
Serial Number:	78507248	CHARLOTTE RONSON	
Serial Number:	78666655	TOOSHIES	
CORRESPONDENCE DATA			
Fax Number:	(212)328-6101		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-328-6100		
Email:	mgrieco@dreierrlp.com		
Correspondent Name:	Mary L. Grieco		
Address Line 1:	499 Park Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	RONSON 8080.002		

CH \$140.00 2637647

NAME OF SUBMITTER:	Mary L. Grieco
Signature:	/marylgrieco/
Date:	04/14/2006
Total Attachments: 2 source=assignment#page1.tif source=assignment#page2.tif	

Assignment Documents

UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, C. Ronson, Inc., a New York corporation ("Assignor"), and Sanei Charlotte Ronson, LLC., a New York limited liability company ("Assignee"), pursuant to an ASSIGNMENT AGREEMENT executed by the parties and dated March 2, 2006 (the "Effective Date") (the "Assignment Agreement"), whereby, among other things, Assignor assigned to Assignee the United States trademarks listed on Schedule A hereto (the "Marks"):

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as set forth in the Assignment Agreement, it is hereby agreed as follows:

1. Assignor hereby sells, transfers, assigns and sets over to Assignee, as a successor to that portion of the business of Assignor to which the Marks pertain, all right, title and interest in and to the Marks, including all common law rights therein, all applications to register and registrations thereof and the good will that they represent and all right, title and interest therein in such applications and registrations, in the United States of America, as set forth in the Assignment Agreement.

2. Assignor hereby authorizes and requests the Director of the United States Patent & Trademark Office, whose duty is to issue trademark registrations, to issue the same to Assignee, its successors, assigns and legal representatives, or to such nominees as Assignee may designate.


3. Assignor agrees that, whenever reasonably requested by Assignee, Assignor will execute all papers, take all rightful oaths, and do all acts which may be reasonably necessary for vesting title in the Marks in Assignee, its successors, assigns and legal representatives or nominees.

4. The assignment of the Marks pursuant to this United States Trademark Assignment is subject to the terms and conditions set forth in the Assignment Agreement.

IN WITNESS WHEREOF, the Parties hereto have signed this United States Trademark Assignment as of the Effective Date hereof.

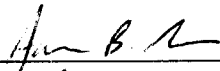
ASSIGNOR:

C. RONSON, INC.

By: 
Name: CHARCITE RONSON
Title: PRESIDENT

ASSIGNEE:

SANEI CHARLOTTE RONSON, LLC

By: 
Name: Aaron B. Nir
Title: manager

SCHEDULE A

Trademarks

MARK	U.S. REGISTRATION NO. OR (SERIAL NO.)	REGISTRATION DATE OR (FILING DATE)
C. RONSON	2,637,647	July 22, 2002
CHARLOTTE RONSON	(78/507,242)	(October 28, 2004)
CHARLOTTE RONSON	(78/507,236)	(October 28, 2004)
CHARLOTTE RONSON	(78/507,248)	(October 28, 2004)
TOOSHIES	(78/666,655)	(July 8, 2005)