

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LADY ESTER LINGERIE CORP.		04/06/2006	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	DVI Bra & Daywear LLC
Street Address:	183 Madison Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	1781510	WONDERMAID
Registration Number:	0822416	PERPECTFORM
Registration Number:	1980488	FOR REAL KIDS
Registration Number:	2502670	I.T.E.M.
Registration Number:	1946502	BASIC'S BEST BUY
Registration Number:	2761789	A CURRENT EVENT MATERNITY
Registration Number:	1048162	SLYMFORM
Serial Number:	78754144	SOFT ON YOU

CORRESPONDENCE DATA	
Fax Number:	(212)292-5391
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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OP \$215.00 1781510

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ATTORNEY DOCKET NUMBER: 2252-002

NAME OF SUBMITTER: Robert L. Epstein

Signature: /robert l. epstein/

Date: 06/06/2006

Total Attachments: 2  
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## TRADEMARK ASSIGNMENT

WHEREAS, Lady Ester Lingerie Corp., a corporation organized and existing under the laws of New York with an office at 33 East 33<sup>rd</sup> Street, New York, NY 10016, (hereinafter the 'ASSIGNOR') is the owner of the trademarks listed on Schedule "A" attached hereto (the 'MARKS') that are registered in the United States Patent and Trademark Office or for which an application for registration has been filed in the United States Patent and Trademark Office; and

WHEREAS, DVI Bra & Daywear LLC, a limited liability company organized and existing under the laws of New York, with an address of 183 Madison Ave., New York, NY 10016, (hereinafter the 'ASSIGNEE') is desirous of acquiring all rights, title and interest in and to said trademark and the registration thereof;

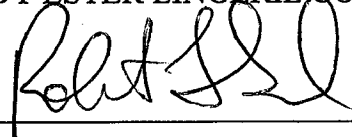
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby sell, assign and transfer unto said ASSIGNEE, its successors and assigns, all of its rights, title and interest in and to said trademarks together with the registrations thereof and applications for registration thereof as set forth on Schedule "A" attached hereto, and the goodwill of the business symbolized thereby.

FURTHER, said ASSIGNOR hereby transfers its rights to sue and collect damages for any past or present infringement with respect to said trademarks.

FURTHER, said ASSIGNOR hereby agrees to execute such other documents that ASSIGNEE may deem necessary to perfect its title to said trademarks, registrations and applications, at no additional expense to ASSIGNEE.

IN WITNESS WHEREOF, said ASSIGNOR has hereunto executed this instrument on this 6<sup>th</sup> day of April, 2006.

LADY ESTER LINGERIE CORP.

By: 

Title: President

## SCHEDULE A

### 1. Registrations

Mark	Registration No.	Registration Date
WONDERMAID	1,718,510	7/13/1993
PERFECTFORM	0822416	1/17/1967
<del>LADY ESTER</del>	<del>1,990,140</del>	<del>7/30/1996</del>
FOR REAL KIDS	1,980,488	6/18/1996
I.T.E.M.	2,502,670	10/30/2001
BASIC'S BEST BUY	1,946,502	1/9/1996
A CURRENT EVENT MATERNITY	2,761,789	9/9/2003
SLYMFORM	1,048,162	9/14/1976

### 2. Pending Application

Mark	Serial No.	Filing Date
SOFT ON YOU	78/754,144	11/15/2005

DVI40661.Q82(Lady Ester Trademarks).Doc