

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
Ellery Homestyles LLC		07/24/2006	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Flicka's Stuff, LLC		
Street Address:	11766 Wilshire Blvd.		
Internal Address:	#1610		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90025		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78623010	HEADS UP	
CORRESPONDENCE DATA			
Fax Number:	(212)382-0888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-382-0700		
Email:	roneill@ostrolenk.com		
Correspondent Name:	Robert C. Faber		
Address Line 1:	1180 Avenue of the Americas		
Address Line 2:	7th Floor		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	T/4168-20		
NAME OF SUBMITTER:	Robert C. Faber		
Signature:	/robert c faber/		

CH \$40.00 78623010

Date:

07/26/2006

Total Attachments: 1

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**ASSIGNMENT**

WHEREAS, Ellery Homestyles LLC, a limited liability company, organized and existing under the laws of New York, and having a principal place of business at 295 Fifth Avenue, Suite 1212, New York, N.Y. 10016 (hereinafter called the Assignor), has adopted and is using a mark which is the subject of a registration in the U.S. Patent and Trademark Office, as follows:

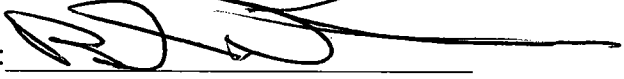
Serial No. : 78/623,010
 Mark : HEADS UP
 Filing Date : May 4, 2005

AND, WHEREAS, Flicka's Stuff, LLC, a limited liability company, organized and existing under the laws of California, whose principal office and place of business is 11766 Wilshire Blvd., #1610, Los Angeles, California (hereinafter called the Assignee), is desirous of acquiring said mark, and the registration thereof;

NOW, THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all of its rights, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the registration thereof.

ELLERY HOMESTYLES LLC

July 24, 2006
 [Date]

By: 
 Name : Budd S. Goldman
 Title : Chief Executive Officer