

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
Mr. Eric Javits Jr.		12/31/2006	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	JAV-JR LLC
Street Address:	3718 Northern Boulevard, 5th Floor
City:	Long Island City
State/Country:	NEW YORK
Postal Code:	11101
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Serial Number:	78574973	SQUISHEE HALO
Registration Number:	3057817	BINA
Registration Number:	2318180	ERIC JAVITS
Registration Number:	2320591	ERIC JAVITS
Registration Number:	2667239	ERIC JAVITS
Registration Number:	2273054	SHENIA
Registration Number:	2220993	SOFTIA
Registration Number:	1998394	SQUISHEE
Registration Number:	3177347	SQUISHEE
Registration Number:	3090071	SQUISHEE
Registration Number:	3055432	SQUISHEE DOLL

CORRESPONDENCE DATA	
Fax Number:	(212)210-9444
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	

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Phone: 212-210-9400
Email: ipnyc@alston.com
Correspondent Name: Alston & Bird LLP
Address Line 1: 90 Park Avenue
Address Line 2: Attn: Linda Marie Sanchez
Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER:	052452/320305
NAME OF SUBMITTER:	Linda Marie Sanchez
Signature:	/lms/
Date:	01/05/2007

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

WHEREAS, Eric Javits, Jr., a citizen of the United States residing at 20 Fifth Avenue, Apartment 10G, New York, New York 10011 (hereinafter "Assignor") has used the trademarks listed on the attached Schedule A (the "Marks"), and is the owner of the registrations and applications for these trademarks listed on Schedule A;

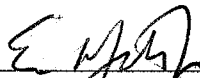
WHEREAS, JAV-JR LLC, a limited liability company organized and existing under the laws of New York with a place of business at 3718 Northern Boulevard, 5th Floor, Long Island City, New York 11101 (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the Marks, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee any and all right, title and interest in and to the Marks, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of the Marks;

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed as of the date indicated below.

Dated: December 31, 2006

By: _____


Eric Javits, Jr.

Schedule A

Trademarks List

Country	Mark Name	Registration or Application No.	Registration or Filing Date	Class(es)
China	ERIC JAVITS	App'l. No. 4241034	Filed 8/27/2004	18
China	ERIC JAVITS	App'l. No. 4241033	Filed 8/27/2004	25
CTM	ERIC JAVITS	Reg. No. 4001236	Registered 11/29/2005	18 & 25
Korea	ERIC JAVITS	Reg. No. 632384	Registered 9/22/2005	18 & 25
Korea	SQUISHEE	Reg. No. 677283	Registered 9/6/2006	25
USA	BINA	Reg. No. 3,057,817	Registered 2/7/2006	18
USA	ERIC JAVITS	Reg. No. 2,318,180	Registered 2/15/2000	18
USA	<i>ERIC JAVITS</i> (stylized)	Reg. No. 2,320,591	Registered 2/22/2000	25
USA	<i>ERIC JAVITS</i> (stylized)	Reg. No. 2,667,239	Registered 12/24/2002	25
USA	SHENIA	Reg. No. 2,273,054	Registered 8/24/1999	25
USA	SOFTIA	Reg. No. 2,220,993	Registered 1/26/1999	25
USA	SQUISHEE	Reg. No. 1,998,394	Registered 9/1/1996	25
USA	SQUISHEE	Reg. No. 3,177,347	Registered 11/28/2006	25
USA	SQUISHEE	Reg. No. 3,090,071	Registered 5/9/2006	18
USA	SQUISHEE DOLL	Reg. No. 3,055,432	Registered 1/31/2006	18
USA	SQUISHEE HALO	App'l. No. 78/574,973	Filed 2/25/2005	25