

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
JPMorgan Chase Bank, N.A. as Administrative gent		01/24/2007	National Banking Association:

RECEIVING PARTY DATA

Name:	Integrated Brands, Inc.
Street Address:	4175 Veterans Highway
City:	Ronkonkoma
State/Country:	NEW YORK
Postal Code:	11779
Entity Type:	CORPORATION: NEW JERSEY

Name:	Eskimo Pie Corporation
Street Address:	530 East Main Street
City:	Richmond
State/Country:	VIRGINIA
Postal Code:	23219
Entity Type:	CORPORATION: VIRGINIA

PROPERTY NUMBERS Total: 29

Property Type	Number	Word Mark
Registration Number:	1112416	CHIPWICH
Registration Number:	1253994	CHIPWICH
Registration Number:	2386144	CHIPWICH
Registration Number:	1397006	
Registration Number:	1397179	
Registration Number:	524632	"ARCTIC SUN"
Registration Number:	2077800	ESKIMO

CH \$740.00 1112416

Registration Number:	2308460	ESKIMO PIE
Registration Number:	2398102	ESKIMO PIE
Registration Number:	2254377	ESKIMO PIE
Registration Number:	893953	ESKIMO PIE
Registration Number:	364517	"MIDNITE SUN"
Registration Number:	2152938	
Registration Number:	1843089	REAL FRUIT
Registration Number:	1601188	AMERICAN SUN
Registration Number:	306465	ESKIMO
Registration Number:	1235242	ESKIMO PIE
Registration Number:	844690	ESKOLD
Registration Number:	215660	GLACIER
Registration Number:	2793009	EXBT
Registration Number:	793006	
Registration Number:	793010	
Registration Number:	793008	
Registration Number:	844691	MONTEZUMA
Registration Number:	815959	SNOWMAN
Registration Number:	782947	WHOPPER
Serial Number:	78361101	GENUINE ESKIMO PIE
Serial Number:	78694333	WHOPPER
Registration Number:	2398103	ESKIMO PIE

CORRESPONDENCE DATA

Fax Number: (212)836-6475
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-836-8248
Email: jepstein@kayescholer.com
Correspondent Name: Jeffrey M. Epstein, Esq.
Address Line 1: 425 Park Avenue
Address Line 2: c/o Kaye Scholer LLP
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Johanne Remy
Signature:	/s/ Johanne Remy
Date:	01/31/2007

Total Attachments: 6

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RELEASE OF SECURITY INTEREST

This RELEASE OF SECURITY INTEREST is dated and effective as of the 24th day of January, 2007, and is made by JPMorgan Chase Bank, N.A., as agent, with a place of business at 530 5th Ave., 8th Floor, New York, New York, 10036 (“Releasor”), in favor of both Integrated Brands, Inc., a New Jersey corporation with a principal place of business at 4175 Veterans Highway, Ronkonkoma, New York, 11779, and Eskimo Pie Corporation, a Virginia corporation having a place of business at 530 East Main Street, Richmond, Virginia, 23219 (“Releasees”).

W I T N E S S E T H:

WHEREAS, on or about April 21, 2006, Releasees granted to Releasor a lien on and security interest in and to the United States and Canadian trademark registrations and applications set forth in the attached Schedule A (the “Trademarks”); and

WHEREAS, the aforementioned lien and security interest was reflected in a duly executed document entitled “Security Agreement,” among the parties hereto, which was recorded on April 27, 2006 at Reel No. 003298, Frame Nos. 0106 and 00124 and Reel No. 003301, Frame No. 0057 of the records of the Assignment Branch of the United States Patent and Trademark Office; and

WHEREAS, the aforementioned lien and security interest was reflected in a duly executed document entitled “Security Agreement,” among the parties hereto, which was placed on file by the Canadian Intellectual Property Office on May 30 and May 31, 2006; and

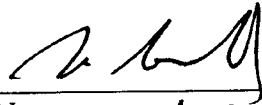
WHEREAS, for good and valuable consideration, Releasor now wishes to release the aforementioned security interest.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Releasor hereby releases and discharges its lien on and security interest in and to the Trademarks, including all right, title and interest in and to the Trademarks, together with the goodwill of the business appurtenant to and symbolized by the Trademarks and including, without limitation, all common law rights in and to the Trademarks and the right to sue and recover for, and the right to profits or damages due or accrued or arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademarks.

IN WITNESS WHEREOF, this Release of Security Interest is effective the date and year above first written.

JPMORGAN CHASE BANK, N.A.

Dated: January 24, 2007

By: 
Name: Mark Cuccinelli
Title: Vice President

Schedule A

Country	Mark	Reg. / App. No.
Canada	ESKIMO ROCKET	Reg. No. UCA 044,984
Canada	ESKIMO PIE	Reg. No. TMDA 034,652
Canada	PIE	Reg. No. TMDA 040,462
Canada	ESKIMO	Reg. No. TMA 121,578
Canada	Miscellaneous Face	Reg. No. TMA 151, 260
Canada	Miscellaneous Boy	Reg. No. TMA 151,261
Canada	Eskimo Face	Reg. No. TMA 182,787
Canada	ESKIMO LA MODE	Reg. No. TMA 199,893
Canada	ESKIMO PIE	Reg. No. TMA 199,896
Canada	ESKIMO	Reg. No. TMA 200,224
Canada	ESKIMO	Reg. No. TMA 200,418
Canada	ESKIMO	Reg. No. TMA 203,612
Canada	ESKIMO PIE	Reg. No. TMA 203,613
Canada	ESKIMO CONE	Reg. No. TMA 215,376
Canada	GENUINE ESKIMO PIE and Design	App. No. 1,208,862
Canada	CHIPWICH	TMA 295,293
United States	CHIPWICH	Reg. No. 1,112,416
United States	CHIPWICH	Reg. No. 1,253,994
United States	CHIPWICH	Reg. No. 2,386,144
United States	GENUINE ESKIMO PIE & Design	App. No. 78/361,101

Country	Mark	Reg. / App. No.
United States	Miscellaneous CHIPWICH Design	Reg. No. 1,397,006
United States	Miscellaneous CHIPWICH Design	Reg. No. 1,397,179
United States	ARTIC SUN	Reg. No. 524,632
United States	ESKIMO	Reg. No. 2,077,800
United States	ESKIMO PIE	Reg. No. 2,308,460
United States	ESKIMO PIE	Reg. No. 2,398,103
United States	ESKIMO PIE	Reg. No. 2,398,102
United States	ESKIMO PIE	Reg. No. 2,254,377
United States	ESKIMO PIE	Reg. No. 893,953
United States	MIDNIGHT SUN	Reg. No. 364,517
United States	Miscellaneous Eskimo Design	Reg. No. 2,152,938
United States	REAL FRUIT	Reg. No. 1,843,089
United States	AMERICAN SUN	Reg. No. 1,601,188
United States	ESKIMO	Reg. No. 306,465
United States	ESKIMO PIE & Design	Reg. No. 1,235,242
United States	ESKOLD	Reg. No. 844,690
United States	GLACIER	Reg. No. 215,660
United States	Miscellaneous Eskimo Design	Reg. No. 2793,009
United States	Miscellaneous Eskimo Design	Reg. No. 793,006
United States	Miscellaneous Eskimo Design	Reg. No. 793,010
United States	Miscellaneous Sun Design	Reg. No. 793,008
United States	MONTEZUMA	Reg. No. 844,691

Country	Mark	Reg. / App. No.
United States	SNOWMAN	Reg. No. 815,959
United States	WHOPPER	App. No. 78/694,333
United States	WHOPPER	Reg. No. 782,947
United States	REAL FRUIT	Reg. No. 1,843,089