

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
GTFM, Inc.		02/05/2007	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Regius Vestio, LLC		
<b>Street Address:</b>	350 Fifth Avenue		
<b>Internal Address:</b>	Suite 6617		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10118		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76653682	THE CROWN HOLDER F	
<b>Serial Number:</b>	77016687	THE CROWN HOLDER	
<b>Serial Number:</b>	78908321	CROWN HOLDER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)983-0772		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212/986-1200		
<b>Email:</b>	pvranum@janveygordon.com		
<b>Correspondent Name:</b>	William H. Cox		
<b>Address Line 1:</b>	355 Lexington Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>NAME OF SUBMITTER:</b>	Peter J. Vranum		
<b>Signature:</b>	/peter j. vranum/		

CH \$90.00 76653682

Date:

02/06/2007

Total Attachments: 3

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ASSIGNMENT

THIS ASSIGNMENT, between GTFM, Inc. ("Assignor"), a New York corporation with an address at 350 Fifth Avenue, Suite 6617, New York, New York 10118, and Regius Vestio, LLC ("Assignee"), a New York limited liability company with an address at 350 Fifth Avenue, Suite 6617, New York, New York 10118.

WHEREAS, Assignor owns all right, title and interest in and to trademark application serial no. 77/016687 (the "Trademark Application") for THE CROWN HOLDER (the "Trademark") which is pending before the United States Patent and Trademark Office.

WHEREAS, Assignor has agreed to assign all right, title and interest in and to the Trademark and the Trademark Application to Assignee;

WHEREFORE THE PARTIES AGREE AS FOLLOWS.

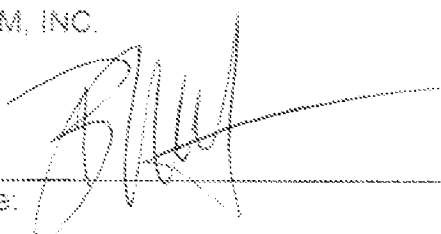
1. Assignment. For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, and its successors and assigns, all right, title and interest in and to the Trademark, including without limitation, the Trademark Application and that portion of the goodwill of the business symbolized by the Trademark and that portion of the Assignor's business to which the Trademark pertains, and Assignee accepts such assignment.

2. Miscellaneous. This Agreement shall be governed by the laws of the State of New York. Each of the undersigned consents to the exclusive jurisdiction of the New York state and federal courts and agrees to service of process in accordance with the rules of the court where suit is brought with the same force and effect as if such service had been made within the State of New York. This Agreement represents the entire agreement between the parties and cannot be amended except in writing, signed by the party against whom enforcement is sought. This Agreement may be executed in counterparts, all of which counterparts shall constitute one agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the 5<sup>th</sup> day of February 2007.

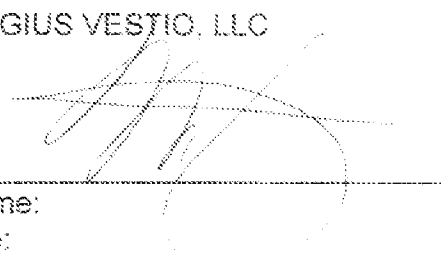
GTFM, INC.

By: \_\_\_\_\_  
name: \_\_\_\_\_  
title: \_\_\_\_\_



REGIUS VESTIO, LLC

By: \_\_\_\_\_  
name: \_\_\_\_\_  
title: \_\_\_\_\_



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WHEREFORE THE PARTIES AGREE AS FOLLOWS.

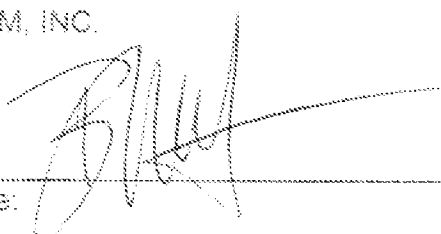
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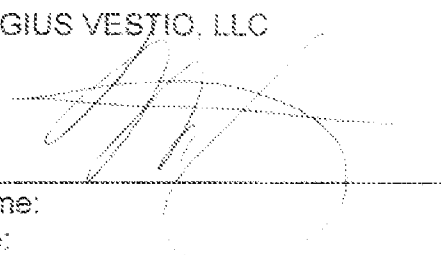
GTFM, INC.

By: \_\_\_\_\_  
name: \_\_\_\_\_  
title: \_\_\_\_\_



REGIUS VESTIO, LLC

By: \_\_\_\_\_  
name: \_\_\_\_\_  
title: \_\_\_\_\_



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WHEREAS, Assignor owns all right, title and interest in and to trademark application serial no. 78/908321 (the "Trademark Application") for CROWN HOLDER (the "Trademark") which is pending before the United States Patent and Trademark Office.

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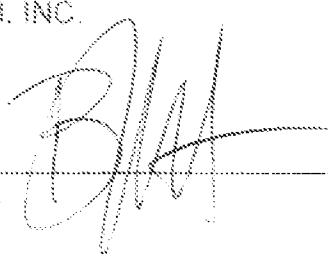
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GTFM, INC.

REGIUS VESTIO, LLC

By:   
name: \_\_\_\_\_  
title: \_\_\_\_\_

By:   
name: \_\_\_\_\_  
title: \_\_\_\_\_