

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	01/23/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Integrated Brands, Inc.		01/23/2007	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

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: 6

Property Type	Number	Word Mark
Serial Number:	78361101	GENUINE ESKIMO PIE
Registration Number:	1112416	CHIPWICH
Registration Number:	1253994	CHIPWICH
Registration Number:	2386144	CHIPWICH
Registration Number:	1397006	
Registration Number:	1397179	

CORRESPONDENCE DATA

Fax Number: (212)425-5288
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-425-7200
 Email: tmdocketny@kenyon.com
 Correspondent Name: Joseph F. Nicholson, Esq.
 Address Line 1: One Broadway

CH \$165.00 78361101

Address Line 4: New York, NEW YORK 10004

ATTORNEY DOCKET NUMBER: 71421/999

NAME OF SUBMITTER: Joseph F. Nicholson, Esq.

Signature: /Joseph F. Nicholson/

Date: 02/08/2007

Total Attachments: 3
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Trademark Assignment (United States)

WHEREAS, Integrated Brands, Inc., a New Jersey corporation with a principal place of business at 4175 Veterans Highway, Ronkonkoma, New York, 11779 (hereinafter "Assignor"); and

WHEREAS, Eskimo Pie Corporation is a Virginia corporation having a place of business at 530 East Main Street, Richmond, Virginia, 23219 ("Assignee"); and

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark(s), trademark registration(s) and trademark application(s) listed in the attached Schedule A, as well as all of the goodwill of the business symbolized thereby and associated therewith (the "Trademark" or "Trademarks"); and

WHEREAS, Assignor is willing to transfer such right, title and interest in and to the Trademark or Trademarks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers unto Assignee all right, title and interest in and to the Trademark or Trademarks, together with the goodwill of the business appurtenant to and symbolized by the Trademark or Trademarks and including, without limitation, all common law rights in and to the Trademark or 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 Trademark or Trademarks, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

Assignor covenants and agrees to execute and deliver such other documents as Assignee may reasonably request for the purposes of transferring, recording or otherwise effectuating or perfecting the transfer and assignment confirmed herein and as originally contemplated herein.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment effective as of this 23 day of January 2007.

Integrated Brands, Inc.



Name: Michael Serruya
Title: President and CEO

Schedule A

Application Serial No. / Registration No.	Mark
App. No. 78/361,101	GENUINE ESKIMO PIE & Design
Reg. No. 1,112,416	CHIPWICH
Reg. No. 1,253,994	CHIPWICH
Reg. No. 2,386,144	CHIPWICH
Reg. No. 1,397,006	Miscellaneous CHIPWICH Design
Reg. No. 1,397,179	Miscellaneous CHIPWICH Design
Reg. No. (Minnesota) 29182	Miscellaneous CHIPWICH Design