

**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>
Patricia Byrnes Kane		01/24/2007	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	It Figures, LLC		
<b>Street Address:</b>	1411 Broadway		
<b>Internal Address:</b>	Suite 3150		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2119295	HIP HIDER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)772-5858		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202-772-5800		
<b>Email:</b>	trademarks@blankrome.com		
<b>Correspondent Name:</b>	Susan B. Flohr		
<b>Address Line 1:</b>	600 New Hampshire Avenue, N.W.		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20037		
<b>ATTORNEY DOCKET NUMBER:</b>	000443.00002-WRITE OFF		
<b>NAME OF SUBMITTER:</b>	Susan B. Flohr		
<b>Signature:</b>	/sbf/		
<b>Date:</b>	03/09/2007		

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Total Attachments: 1  
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**ASSIGNMENT OF TRADEMARK**

WHEREAS, Patricia Byrnes Kane, a United States citizen with an address at 1411 Broadway, Suite 3150, New York, New York 10018 (hereinafter "Assignor"), has adopted, used and is the owner of the trademark HIP HIDER for "swimwear" (hereinafter "the Trademark"), and U.S. Trademark Registration No. 2,119,295 therefore, dated December 9, 1997 and the goodwill of the business symbolized thereby;

WHEREAS, It Figures, LLC, a New York corporation, having an address at 1411 Broadway, Suite 3150, New York, New York 10018 (hereinafter "Assignee") desires to acquire the Trademark and the good will symbolized thereby;

NOW, THEREFORE, in consideration of the premises and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee all right, title and interest in and to the Trademark, Registration No. 2,119,295 thereof, together with the good will of the business symbolized thereby.

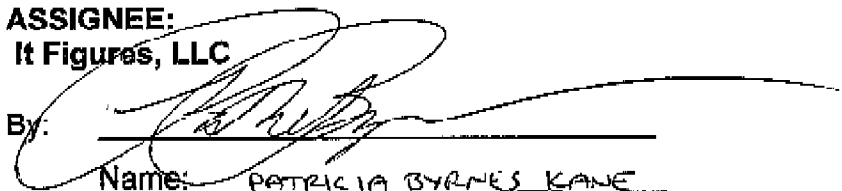
IN WITNESS WHEREOF, Assignor affixes her signature below.

**ASSIGNOR:**  
**Patricia Byrnes Kane**

By:   
(signature)

January 24, 2007  
(Date)

**ASSIGNEE:**  
**It Figures, LLC**

By:   
Name: PATRICIA BYRNES KANE  
Title: PRESIDENT

January 24, 2007  
(Date)

**TRADEMARK**