

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Marble Slab Creamery, Inc.		02/28/2007	CORPORATION: TEXAS

**RECEIVING PARTY DATA**

<b>Name:</b>	Marble Slab Franchise Brands, LLC
<b>Street Address:</b>	1330 Avenue of the Americas, 40th Floor
<b>Internal Address:</b>	c/o NexCen Brands, Inc.
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10019
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Registration Number:	1351081	MARBLE SLAB CREAMERY
Registration Number:	2176582	SCOOP DU JOUR
Registration Number:	2169465	THE ONE. THE ONLY. THE ORIGINAL.
Registration Number:	2230020	MARBLE SLAB CREAMERY
Registration Number:	2489736	THE SLAB CLUB
Registration Number:	2464391	ICE CREAM JUST THE WAY YOU LIKE IT
Registration Number:	2900188	SLABBY
Registration Number:	2609653	MARBLE SLAB CREAMERY
Registration Number:	2925107	MARBLE SLAB CREAMERY
Registration Number:	2903406	MARBLE SLAB CREAMERY
Registration Number:	2965318	CREATE YOUR OWN ICE CREAM FANTASY
Registration Number:	2965319	THE MARBLE SLAB CREAMERY EXPERIENCE
Registration Number:	3111858	SLABWICH

CH \$415.00 1351081

Serial Number:	78821749	MARBLE SLAB CREAMERY
Serial Number:	78821752	MARBLE SLAB CREAMERY
Serial Number:	78943377	THE FRESHEST ICE CREAM ON EARTH

**CORRESPONDENCE DATA**

Fax Number: (703)836-2021  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 703-836-6620  
Email: bassam.ibrahim@bipc.com  
Correspondent Name: Bassam N. Ibrahim  
Address Line 1: 1737 King Street, Suite 500  
Address Line 4: Alexandria, VIRGINIA 22314-2727

ATTORNEY DOCKET NUMBER:	0070247-000001
NAME OF SUBMITTER:	Bassam N. Ibrahim
Signature:	/Bassam N. Ibrahim/
Date:	03/09/2007

Total Attachments: 7  
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## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is entered into as of February 28, 2007, between Marble Slab Creamery, Inc., a corporation organized under the laws of the State of Texas ("Assignor") and Marble Slab Franchise Brands, LLC a limited liability company organized and existing under the laws of Delaware ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the U.S. and foreign trademark applications and registrations listed in the attached Schedules A and B (collectively, the "Marks");

WHEREAS, Assignor, NexCen Brands, Inc. and NexCen Acquisition Corp. are parties to the Asset Purchase Agreement, dated February 14, 2007 (the "Agreement") (NexCen Acquisition Corp. assigned its rights and obligations with respect to the Intellectual Property (as defined in the Agreement) to Assignee pursuant to a certain Assignment and Assumption Agreement, by and among NexCen Acquisition Corp., NexCen Fixed Asset Company and Assignee, dated as of February 28, 2007), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase certain Intellectual Property;

NOW THEREFORE, be it known that, for and in consideration of 1 (one) dollar, and other good and valuable consideration, the receipt of which Assignor acknowledges, the parties hereto agree as follows:

1. This Assignment covers (a) the Marks, including, without limitation, trademarks, service marks, brand names, trade dress and domain names, together with the goodwill associated with the foregoing and the ongoing and existing Business to which the trademarks pertain; (b) any extension or renewal of any such registration or application set forth in subsection (a) hereof; (c) any unregistered rights in any of the foregoing; (d) all rights therein provided by international treaties and conventions, and all rights to obtain trademarks and registrations thereto, in each case in all countries throughout the world, and (e) all rights to sue and recover damages or obtain injunctive relief for past and future infringement, misappropriation, violation or breach of any of the foregoing (subsections (a) through (c) hereof collectively, the "Assigned Intellectual Property").

2. Assignor, as owner, does hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, Assignor's entire right, title, and interest in and to the Assigned Intellectual Property in all countries throughout the world, together with the goodwill of the business associated therewith and symbolized by the Assigned Intellectual Property, in its entirety, and the assets of the business associated with the Assigned Intellectual Property, in its entirety, and Assignor hereby authorizes and requests any official of any country whose duty it is to issue registrations thereon to issue same to Assignee, its successors and assigns, in accordance with the terms of this Assignment.

3. Assignor hereby covenants that it has the full right to convey the interest assigned by this Assignment, and it has not executed and will not execute any agreement in conflict with this Assignment.

IN WITNESS WHEREOF, the said Assignor has executed this Assignment.

MARBLE SLAB CREAMERY, INC.

By: Ronald J. Hankamer, Sr.  
Name: Ronald J. Hankamer, Sr.  
Title: President

MARBLE SLAB FRANCHISE BRANDS, LLC

By: NexCen Brands, Inc., its Managing Member

By: \_\_\_\_\_  
Name:  
Title:


IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be duly executed as of the date first above written.

**MARBLE SLAB CREAMERY, INC.**

By: \_\_\_\_\_  
Name:  
Title:

**MARBLE SLAB FRANCHISE BRANDS, LLC**

By: NexCen Brands, Inc., its Managing Member

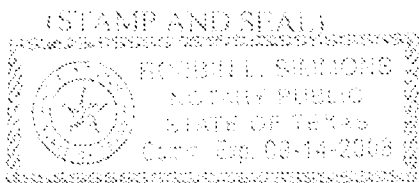
By:  \_\_\_\_\_  
Name:  
Title:

NOTARIAL CERTIFICATE

UNITED STATES OF AMERICA )  
STATE OF TEXAS ) ss:  
COUNTY OF HARRIS )

I, Ronald J. Hankamer, the undersigned Notary Public do hereby certify that Ronald J. Hankamer, Sr., as President of Marble Slab Creamery, Inc., a Texas corporation, who signed the foregoing Assignment document, was authorized on the 21<sup>st</sup> day of February, 2007, to execute the foregoing Assignment document on behalf of Marble Slab Creamery, Inc., and to me act/knowledge that he/she did sign the said document.

Ronald J. Hankamer  
Notary Public

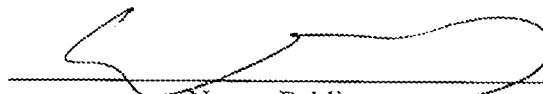


NOTARIAL CERTIFICATE

UNITED STATES OF AMERICA )  
STATE OF New York : ss.:  
COUNTY OF New York )

I, Seth Burroughs, the undersigned Notary Public do hereby certify that Bob D'Lozen, as CEO of Marble Slab Franchise Brands, LLC, a Delaware limited liability company, who signed the foregoing Assignment document, was authorized on the 26 day of February, 2007, to execute the foregoing Assignment document on behalf of Marble Slab Franchise Brands, LLC, and to me acknowledged that he/she did sign the said document.



(STAMP AND SEAL)

  
\_\_\_\_\_  
Notary Public


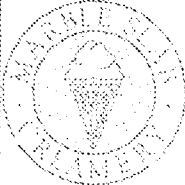
SETH BURROUGHS  
Notary Public, State of New York  
No. 01BU6090296  
Qualified in New York County  
Commission Expires April 7, 2007

FEDERAL TRADEMARK REGISTRATIONS AND APPLICATIONS

Schedule A

Reg. No./ App. No.	Mark	Goods/Services	Status
1,351,681	MARBLE SLAB CREAMERY	Restaurant services, namely ice cream parlors	Active
2,176,582	SCOOP DU JOUR	Dut and fruit toppings for ice creams and frozen yogurts, ice cream, frozen yogurts, cones for the same, and cookie and candy toppings for the same	Active
2,169,467	THE ONE, THE ONLY THE ORIGINAL	Restaurant services, namely, ice cream parlors	Active
2,220,020	MARBLE SLAB CREAMERY and Design	Restaurant services, namely, ice cream parlors	Active
			
2,489,736	THE SLAB CLUB	Retail ice cream store featuring frequent purchase bonus program	Active
2,164,391	ICE CREAM JUST THE WAY YOU LIKE IT	Retail ice cream shop services	Active
2,906,188	SLABBY	Entertainment services in the form of personid appearances by a mascot to promote the restaurant services of others	Active
2,609,625	MARBLE SLAB CREAMERY and Design	Entertainment services in the form of personid appearances by a mascot	Active
			
1,925,167	MARBLE SLAB CREAMERY and Design	Franchising services, namely, offering technical assistance in the establishment and operation of ice cream parlors	Active



			
2,903,466	MARBLE SLAB CREAMERY	Franchising services, namely, offering technical assistance in the establishment and operation of ice cream parlor	Active
2,965,318	CREATE YOUR OWN ICE CREAM FANTASY	Restaurant services, namely ice cream parlors, catering services	Active
2,965,319	THE MARBLE SLAB CREAMERY EXPERIENCE	Restaurant services, namely ice cream parlors, catering services	Active
0 111,858	SLABWICH	Frozen confections, ice cream sandwiches	Active
78/821,749	MARBLE SLAB CREAMERY <small>BY THE SLAB BRAND</small>	Frozen confections, cakes, cookies, pies, ice cream products, namely ice cream, ice cream drinks, and ice cream sandwiches; frozen yogurt	Pending
78/821,752	MARBLE SLAB CREAMERY and Design 	Frozen confections, cakes, cookies, pies, ice cream products, namely ice cream, ice cream drinks, and ice cream sandwiches, frozen yogurt	Pending
78-943,377	THE FRESHEST ICE CREAM ON EARTH	Frozen confections, cakes, cookies, pies, ice cream products; frozen yogurt; restaurant services, namely, ice cream parlors	Pending