

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Leading Hotels of the World, Ltd.		03/13/2007	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	The Private Label Company, LLC		
Street Address:	99 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78767847	THE PRIVATE LABEL COMPANY	
CORRESPONDENCE DATA			
Fax Number:	(212)949-9190		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	2129499022		
Email:	LBAILEY@LAWABEL.COM		
Correspondent Name:	VICTOR M. TANNENBAUM		
Address Line 1:	666 THIRD AVENUE		
Address Line 4:	NEW YORK, NEW YORK 10017		
NAME OF SUBMITTER:	VICTOR M. TANNENBAUM		
Signature:	/VMT/		
Date:	03/19/2007		
Total Attachments: 2			

CH 78767847 \$40.00

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TRADEMARK  
REEL: 003502 FRAME: 0784



UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, THE LEADING HOTELS OF THE WORLD, LTD., a corporation organized and existing under the laws of New York, with an office at 99 Park Avenue, City of New York, State of New York 10016, United States of America (hereinafter called the ASSIGNOR) is the owner of and has adopted and used the following trademark for which application for registration have been filed in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Number</u>
THE PRIVATE LABEL COMPANY	78/767847

AND WHEREAS, THE PRIVATE LABEL COMPANY, LLC, a limited liability company organized and existing under the laws of the State of Delaware, with an office 99 Park Avenue, City of New York, State of New York 10016, United States of America (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and the eventual registration thereof.

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademark, trademark application and eventual trademark registration together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 13<sup>th</sup> day of MARCH, 2007.

THE LEADING HOTELS OF THE WORLD, LTD.

By   
Title CFO

TRADEMARK  
REEL: 003502 FRAME: 0786

UNITED STATES

REVOCAATION

AND

NEW POWER OF ATTORNEY

Mark: THE PRIVATE LABEL COMPANY

Registration:

Serial No.: 78/767847

Class(es):

Owner The Private Label Company, LLC

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Abelman, Frayne & Schwab, whose postal address is 666 Third Avenue, New York, New York 10017-5621, U.S.A. is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

POWER OF ATTORNEY

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation


Lawrence E. Abelman  
Jeffrey A. Schwab  
Victor M. Tannenbaum  
Peter J. Lynfield  
Alan J. Hartnick  
Caridad Piñeiro Scordato  
Julianne Abelman

Jonathan W. Gumport  
Norman S. Beier  
Thomas E. Spath  
Julie B. Seyler  
Marie-Anne Mastrovito  
Constance Golden

members of the Bar of the State of New York, whose address is

ABELMAN, FRAYNE & SCHWAB  
666 Third Avenue  
New York, New York 10017-5621, U.S.A.

to transact business in the Patent and Trademark Office in connection with our trademarks, applications therefor, and registrations which have or will issue thereon.

By   
Date 3/13/07