

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
Preferred Concepts Inc.		04/11/2007	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Preferred Concepts Holdings, LLC		
Street Address:	39 Riverside Avenue		
City:	Westport		
State/Country:	CONNECTICUT		
Postal Code:	06880		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2493597	EZUMBRELLA.COM	
CORRESPONDENCE DATA			
Fax Number:	(212)355-3333		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-8800		
Email:	dbreitman@goodwinprocter.com		
Correspondent Name:	Dana Breitman		
Address Line 1:	599 Lexington Avenue		
Address Line 2:	Goodwin Procter LLP		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	102881113591		
NAME OF SUBMITTER:	Dana Breitman		
Signature:	/danabreitman/		
Date:	04/16/2007		

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Total Attachments: 1
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ASSIGNMENT

WHEREAS, Preferred Concepts Inc., a corporation organized and existing under the laws of New York, located at 40 Fulton Street, New York, New York 10038 ("Assignor") is the owner of the following trademark (hereinafter "Trademark");

TRADEMARK	REGISTRATION NUMBER
EZUMBRELLA.COM	2,493,597

And WHEREAS, Preferred Concepts Holdings, LLC, a limited liability company, organized and existing under the laws of Delaware, located at 39 Riverside Avenue, Westport, CT 06880, ("Assignee") is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

PREFERRED CONCEPTS, INC.

By: 

Name: STUART A. FAGGI

Title: PRESIDENT

Date: 4.11.07

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