

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
Camp Beverly Hills, Ltd.		03/26/2007	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	Camp Brands Holdings LLC
Street Address:	499 Park Avenue
Internal Address:	c/o Bruce Bronster of Dreier LLP
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Serial Number:	78584825	CAMP BEVERLY HILLS
Serial Number:	78584818	CAMP BEVERLY HILLS
Serial Number:	78584811	CAMP BEVERLY HILLS
Serial Number:	78488589	CBH
Serial Number:	78488587	CBH
Serial Number:	78488584	CBH
Serial Number:	78488567	CBH
Serial Number:	78488561	CBH
Serial Number:	78488576	CBH
Serial Number:	78447895	CAMP BEVERLY HILLS
Serial Number:	78447888	CAMP BEVERLY HILLS
Serial Number:	75460677	CAMP BEVERLY HILLS
Serial Number:	73622000	CAMP BEVERLY HILLS

CH \$390.00 78584825

Serial Number:	73555918	CAMP BEVERLY HILLS
Serial Number:	73298210	CAMP BEVERLY HILLS

CORRESPONDENCE DATA

Fax Number: (212)328-6101
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-328-6100
Email: mgrieco@dreierllp.com
Correspondent Name: Steven R. Gursky, Mary L. Grieco
Address Line 1: 499 Park Avenue
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	600155.002
NAME OF SUBMITTER:	Mary L. Grieco
Signature:	/marylgrieco/
Date:	04/19/2007

Total Attachments: 7
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ASSIGNMENT OF TRADEMARKS AND INTELLECTUAL PROPERTY

THIS ASSIGNMENT OF TRADEMARKS is made as of the 26th day of March, 2007, by and between CAMP BEVERLY HILLS, LTD., a New York corporation with its principal place of business at 112 West 34th Street, Suite 1515, New York, New York 10120 ("Assignor") and CAMP BRANDS HOLDINGS LLC, a Delaware limited liability company with its principal place of business at c/o Bruce Bronster, Esq., Dreier LLP, 499 Park Avenue, New York, New York 10022 ("Assignee").

WHEREAS, as of the date hereof, and subject to the provisions of that certain Trademark Purchase Agreement dated of even date (the "Agreement"), Assignor uses and owns certain trademarks and certain U.S. federal trademark registrations (the "Trademarks"), which registrations are identified on Schedules "A-1" and "A-2" attached hereto; and

WHEREAS, Assignee and Assignor are parties to that certain Trademark Purchase Agreement (together with all Schedules hereto, Schedules thereto, and other documents and instruments incorporated herein, the "Agreement") dated as of March 26, 2007, by and between Camp Brands Holdings LLC, a limited liability company organized under the laws of the State of Delaware, and Camp Beverly Hills, Ltd., a corporation organized under the laws of the State of New York;

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks, the registrations therefor, and the goodwill of Assignor's business in connection therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Assignor hereby sells, assigns and transfers to Assignee, Assignor's entire right, title and interest in and to the Trademarks, the referenced registrations therefor, together with the goodwill of the business appurtenant to, associated with, or symbolized by said Trademarks and registrations, and the use thereof and the right (but not the obligation) to sue and recover for past or present infringements of the Trademarks.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Trademarks and Intellectual Property shall be governed and construed in accordance with the laws of the State of New York]without regard to the principles of conflicts of laws thereunder.

This Assignment of Trademarks and Intellectual Property may be executed in two or more counterparts, each of which shall be deemed an original, and all of which shall together constitute one and the same instrument.

Nothing in this Assignment of Trademarks and Intellectual Property shall be deemed to supersede, enlarge or modify any of the provisions of the Agreement, all of which shall survive the execution and delivery of this Assignment of Trademarks and Intellectual Property as provided in, and subject to the limitations set forth in, the Agreement. If any conflict exists

SCHEDULE "A-1"

TRADEMARKS

CAMP BEVERLY HILLS

CBH



SCHEDULE "A-2"

REGISTRATIONS/APPLICATIONS

MARK	Serial Number (Filing Date)	Registration Number (Issue Date)	Class	Status
CAMP BEVERLY HILLS	78584825 (3/10/05)		41: Entertainment services, namely, on-going television series in the field of children's entertainment, news, fashion and an animated series	Response to OA filed 11/29/06
CAMP BEVERLY HILLS	78584818 (3/10/05)		16: Printed matter, namely, stationery, postcards, posters; notepads, books, magazines, newsletters, cartoons; related printed material	Response to OA filed 11/28/06
CAMP BEVERLY HILLS	78584811 (3/10/05)		9: Prerecorded sound and video data records, namely, audio cassette tapes, video tapes, DVD's, compact discs, records, tapes, cartridges, mp3s, mp4s, digital audio and video compression files, and jpegs in the field of music, movies and videos; motion picture films, television and radio programs	Response to OA filed 11/28/06
CBH	78488589 (9/23/04)		26: Hair accessories, namely, barrettes, hair pins, twisters, claw clips, snap clips	11/30/06 - 2 nd ext for SOU filed. Approved 1/27/07

MARK	Serial Number (Filing Date)	Registration Number (Issue Date)	Class	Status
			and scrunchies	
CBH	78488587 (9/23/04)		25: Men's, women's, and children's clothing and sportswear, namely, shirts, pants, jackets, skirts, sweaters, bathing suits, shoes, nightwear, dresses, socks and knit tops	11/30/06 - 2 nd ext for SOU filed. Approved 1/27/07
CBH	78488584 (9/23/04)		18: Bags, namely, leather handbags, sports bags, duffel bags and utility bags	11/30/06 - 2 nd ext for SOU filed. Approved 1/27/07
CBH	78488567 (9/23/04)		9: Protective eyewear; safety eyewear; sports eyewear; sunglasses; eyeglasses; accessories for sunglasses and eyeglasses, namely, neck cords and head straps which restrain eyewear from movement on a wearer	11/30/06 - 2 nd ext for SOU filed. Approved 1/27/07
CBH	78488561 (9/23/04)		3: Hair care products, namely, hair spray, hair shampoo and hair mousse; cosmetics; fragrances for personal use; colognes; perfumes	11/30/06 - 2 nd ext for SOU filed. Approved 1/27/07
CBH	78488576 (9/23/04)		14: Jewelry	2 nd request ext for SOU filed 12/5/06
CAMP BEVERLY HILLS	78447895 (7/8/04)	3049255 (1/24/06)	25: Men's, women's and children's clothing and sportswear, namely,	Registration Certificate Issued 1/24/06

MARK	Serial Number (Filing Date)	Registration Number (Issue Date)	Class	Status
			shirts, pants, jackets, skirts, sweaters, bathing suits, shoes, nightwear, dresses, socks and knit tops.	
CAMP BEVERLY HILLS	78447888 (7/8/04)	3049254 (1/24/06)	25: Men's, women's, and children's clothing and sportswear, namely, shirts, pants, jackets, skirts, sweaters, bathing suits, shoes, nightwear, dresses, socks and knit tops	Registration Certificate Issued 1/24/06
CAMP BEVERLY HILLS	75460677 (4/1/98)	2453510 (5/22/01)	25: children's apparel, namely, dresses, skirts, pants, jeans, jumpsuits, shorts, play suits, sweaters, tops, short sets and pant sets, rompers, gym suits, sweat suits, body suits, outerwear, namely, coats, jackets, and wind suits, silk pants and skirt sets, swim wear, beachwear, gloves, belts, headbands, and footwear	
CAMP BEVERLY HILLS	73622000 (9/25/86)	1453810 (8/25/87)	3: fragrances for personal use	
CAMP BEVERLY HILLS	73555918 (8/29/85)	1420959 (12/16/86)	14: watches	
CAMP BEVERLY HILLS	73298210 (2/23/81)	1219064 (12/7/82)	8: ashtrays 39: Men's and Women's Clothing and Sportswear-	

MARK	Serial Number (Filing Date)	Registration Number (Issue Date)	Class	Status
			<p>Namely, Belts, Socks, Pajamas and Sweaters</p> <p>24: towels</p> <p>21. Canteens, Mugs and Beverage Glasses</p> <p>16: post cards</p> <p>14: Jewelry- Namely, Decorative Pins</p>	