

**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
MAGGIEMOO'S INTERNATIONAL, LLC		03/01/2007	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	NEXCEN CREAMERY & TREATERY, LLC
<b>Street Address:</b>	1330 Avenue of the Americas
<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: 44**

Property Type	Number	Word Mark
Registration Number:	3187250	MOO U
Registration Number:	3187121	THE CUPCAKE YOU EAT WITH A SPOON
Registration Number:	3090184	OFFICE TREATERY
Registration Number:	3090136	WE'VE GOT FRANCHISING DOWN COLD
Registration Number:	3087680	HOME TREATERY
Registration Number:	3065581	MAGGIEMOO'S DREAM CAKES ICE CREAM DREAM CAKES YOUR DREAM. MADE TO ORDER.
Registration Number:	3032107	TOPTATIONS
Registration Number:	3045541	MT. ST. NUTTY
Registration Number:	2963451	COTTON CANDY SKI JUMP
Registration Number:	3004483	CHOCOLATE 2 THE XTREME
Registration Number:	3004482	BANANA BEACH
Registration Number:	3008892	CHERRY VANILLA VACATION
Registration Number:	3001992	STRAWBERRY SKATEBOARD

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Registration Number:	3011266	STRAWBERRY SKYDIVE
Registration Number:	3004405	BETTER BATTER CAKE CARNIVAL
Registration Number:	3008837	PEANUT BUTTER GALAXY
Registration Number:	3005944	CARAMEL FUDGE SWIRLPOOL
Registration Number:	3005943	CHEESECAKE BREAK
Registration Number:	3004377	MAGGIEMOO'S ICE CREAM DREAM CAKES
Registration Number:	3004371	YOUR DREAM. MADE TO ORDER.
Registration Number:	2970607	VERY BERRY BLUEBERRY
Registration Number:	2989419	CINNAMOO SWIRL
Registration Number:	3015223	CARAMEL COWPUCCINO
Registration Number:	2965306	VERY YELLOW MARSHMALLOW
Registration Number:	3044914	BETTER BATTER
Registration Number:	2983268	BLUE RIBBON BANANA SPLIT
Registration Number:	2976094	COTTON CANDY
Registration Number:	2976093	CINNAMOO
Registration Number:	2976092	UDDERLY CREAM
Registration Number:	3027057	TREATERY
Registration Number:	2951726	ICE CREAM SO FRESH, IT MOOS
Registration Number:	2342503	MOOO-LAH
Registration Number:	2282514	MAGGIEMOO'S ICE CREAM AND TREATERY
Registration Number:	2208567	MAGGIEMOO'S
Registration Number:	3227284	MAGGIEMOO'S DREAM CAKES FOR KIDS ICE CREAM DREAM CAKES YOUR DREAM. MADE TO ORDER.
Serial Number:	78675552	MAGGIEMOO'S QUICK ESCAPES
Serial Number:	78507766	BUTTER PECAN PORT OF CALL
Serial Number:	78507753	ESPRESS YOURSELF
Serial Number:	77018691	BERRY CHEESECAKE LAKE
Serial Number:	77018714	LET'S PLAY PB&J
Serial Number:	77018672	SMORE FUN THAN A CAMPFIRE
Serial Number:	77015474	BETTER BATTER BOOGIE BOARD
Serial Number:	77015449	RASPBERRY ROLLER COASTER
Serial Number:	77015437	VANILLA COOKIE DOUGH YO-YO

CORRESPONDENCE DATA

Fax Number: (212)310-1659

**TRADEMARK**  
**REEL: 003528 FRAME: 0953**

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 212-626-4557  
Email: lisa.w.rosaya@bakernet.com,diana.b.girardi@bakernet.com  
Correspondent Name: Lisa W. Rosaya  
Address Line 1: 1114 Avenue of the Americas  
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	56199415-3
NAME OF SUBMITTER:	Lisa W. Rosaya
Signature:	/lwr/
Date:	04/25/2007

**Total Attachments: 2**  
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## ASSIGNMENT OF TRADEMARKS

KNOW ALL MEN BY THESE PRESENTS, that the undersigned, **MAGGIEMOO'S INTERNATIONAL, LLC**, a Delaware limited liability company with an address of 10025 Governor Warfield Parkway, Suite 301, Columbia, Maryland 21044 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from **NEXCEN CREAMERY & TREATERY, LLC**, a Delaware limited liability company with an address of 1330 Avenue of the Americas, New York, New York 10019 ("Assignee"), and pursuant to a certain Contribution and Assumption Agreement entered into as of March 1, 2007, by and between Assignor and Assignee, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

*the trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein throughout the world, including, without limitation, the trademark registrations and/or applications set forth on Schedule A attached hereto, together with the goodwill associated therewith, (the "Trademarks")*

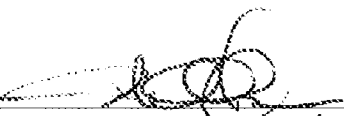
to be held and enjoyed by Assignee, successor to the portion of the business of Assignor to which the Trademarks pertain, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignee had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement of the Trademarks, with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

IN TESTIMONY WHEREOF, Assignor has caused these presents to be executed.

**MAGGIEMOO'S INTERNATIONAL LLC**

**By: NexCen Brands, Inc., its Managing Member**

By:   
Name: ROBERT D'LOZEN  
Title: PRESIDENT + CEO

<i>Trademark</i>	<i>App. No.</i>	<i>App. Date</i>	<i>Reg. No.</i>	<i>Reg. Date</i>
MOO U	78817566	2/17/2006	3187250	12/19/2006
THE CUPCAKE YOU EAT WITH A SPOON	78813531	2/13/2006	3187121	12/19/2006
OFFICE TREATERY	78635743	5/24/2005	3090184	5/9/2006
WE'VE GOT FRANCHISING DOWN COLD	78633813	5/20/2005	3090136	5/9/2006
HOME TREATERY	78635733	5/24/2005	3087680	5/2/2006
MAGGIEMOO'S DREAM CAKES & Design	78551573	1/21/2005	3065581	3/7/2006
TOPTATIONS	78507785	10/28/2004	3032107	12/20/2005
MT. ST. NUTTY	78507726	10/28/2004	3045541	1/17/2006
COTTON CANDY SKI JUMP	78478371	9/3/2004	2963451	6/21/2005
CHOCOLATE 2 THE XTREME	78478362	9/3/2004	3004483	10/4/2005
BANANA BEACH	78478354	9/3/2004	3004482	10/4/2005
CHERRY VANILLA VACATION	78478343	9/3/2004	3008892	10/25/2005
STRAWBERRY SKATEBOARD	78478340	9/3/2004	3001992	9/27/2005
STRAWBERRY SKYDIVE	78478337	9/3/2004	3011266	11/1/2005
BETTER BATTER CAKE CARNIVAL	78474847	8/27/2004	3004405	10/4/2005
PEANUT BUTTER GALAXY	78474709	8/27/2004	3008837	10/25/2005
CARAMEL FUDGE SWIRLPOOL	78474684	8/27/2004	3005944	10/11/2005
CHEESECAKE BREAK	78474641	8/27/2004	3005943	10/11/2005
MAGGIEMOO'S ICE CREAM DREAM CAKES	78474007	8/26/2004	3004377	10/4/2005
YOUR DREAM. MADE TO ORDER.	78473860	8/26/2004	3004371	10/4/2005
VERY BERRY BLUEBERRY	78433186	6/10/2004	2970607	7/19/2005
CINNAMOO SWIRL	78432745	6/9/2004	2989419	8/30/2005
CARAMEL COWPUCCINO	78432738	6/9/2004	3015223	11/15/2005
VERY YELLOW MARSHMALLOW	78426985	5/28/2004	2965306	7/5/2005
BETTER BATTER	78426958	5/28/2004	3044914	1/17/2006
BLUE RIBBON BANANA SPLIT	78426858	5/28/2004	2983268	8/9/2005
COTTON CANDY	78421931	5/19/2004	2976094	7/26/2005
CINNAMOO	78421930	5/19/2004	2976093	7/26/2005
UDDERLY CREAM	78421927	5/19/2004	2976092	7/26/2005
TREATERY	78411055	4/30/2004	3027057	12/13/2005
ICE CREAM SO FRESH, IT MOOS	78410948	4/30/2004	2951726	5/17/2005
MOOO-LAH	75534305	8/11/1998	2342503	4/18/2000
MAGGIEMOO'S ICE CREAM AND TREATERY & Design	75340624	8/13/1997	2282514	10/5/1999
MAGGIEMOO'S	75340617	8/13/1997	2208567	12/8/1998
MAGGIEMOO'S DREAM CAKES FOR KIDS & Design	78819997	2/21/2006	3227284	4/10/2007
MAGGIEMOO'S QUICK ESCAPES	78675552	7/21/2005		
BUTTER PECAN PORT OF CALL	78507766	10/28/2004		
ESPRESS YOURSELF	78507753	10/28/2004		
BERRY CHEESECAKE LAKE	77018691	10/11/2006		
LETS PLAY PB&J	77018714	10/11/2006		
SMORE FUN THAN A CAMPFIRE	77018672	10/11/2006		
BETTER BATTER BOOGIE BOARD	77015474	10/6/2006		
RASPBERRY ROLLER COASTER	77015449	10/6/2006		
VANILLA COOKIE DOUGH YO-YO	77015437	10/6/2006		