

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
GSP Designers Holding LLC		03/28/2007	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	The Fray, LLC		
Street Address:	119 Fifth Avenue, 3rd Floor		
Internal Address:	c/o Serling Rooks & Ferrara, LLP		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3101188	FRAY	
CORRESPONDENCE DATA			
Fax Number:	(212)586-5175		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	reid@srfllp.com		
Correspondent Name:	J. Reid Hunter		
Address Line 1:	119 Fifth Avenue, 3rd Floor		
Address Line 4:	New York, NEW YORK 10003		
NAME OF SUBMITTER:	J. Reid Hunter		
Signature:	/J. Reid Hunter/		
Date:	05/18/2007		

OP \$40.00 3101188

Total Attachments: 1

900077232

**TRADEMARK
 REEL: 003545 FRAME: 0076**

Exhibit A

ASSIGNMENT OF TRADEMARK

For good and valuable consideration this day paid by The Fray LLC ("Assignee"), the receipt and sufficiency of which is hereby acknowledged, GSP Designers Holding LLC ("Assignor") hereby conveys, transfers, assigns, delivers and sets over to Assignee: (1) all of their right, title and interest in and to the mark and trade name FRAY (the "Mark"), and all registrations therefor and applications for registration thereof, whether issued or pending, throughout the world (including, without limitation, Reg. No. 3,101,188 in the United States Patent & Trademark Office), together with the goodwill of the business relating to Mark, (2) all income, royalties and damages hereafter due or payable to Assignor with respect to the Mark, including, without limitation, damages and payments for past and future infringements and misappropriations of the Mark, and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

Assignor hereby further conveys, transfers, assigns, delivers and sets over to Assignee all rights in the trade dress, labels and designs, if any, associated with the Mark.

IN WITNESS WHEREOF, Assignor has duly executed this document as of the 28th day of March, 2007.

GSP DESIGNERS HOLDING LLC:

By: 

Title: President