

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
Sportsfragrance, Inc.		07/24/2007	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Black Watch Farms, LLC		
Street Address:	555 Madison Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2840783	BLACK WATCH	
CORRESPONDENCE DATA			
Fax Number:	(212)688-2870		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212.836.4929		
Email:	majhar@hartmancraven.com		
Correspondent Name:	Marsha G. Ajhar		
Address Line 1:	488 Madison Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	02468-601.03		
NAME OF SUBMITTER:	Marsha G. Ajhar		
Signature:	/mga/		
Date:	07/31/2007		

OP \$40.00 2840783

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, Sportsfragrance, Inc., a corporation organized and existing under the laws of the state of New York, with a place of business at 4524 East Foothill Drive, Paradise Valley, Arizona 85253 ("ASSIGNOR"), is the owner of all right, title and interest in and to the trademark BLACK WATCH ("the Mark"), including, *inter alia*, United States Trademark Registration m 2,840,783, registered May 11, 2004; and


WHEREAS, Black Watch Farm LLC, a New York limited liability company with a place of business at 555 Madison Avenue, New York, New York 10022 ("ASSIGNEE"), is desirous of acquiring all right, title and interest in and to the Mark, including the United States trademark registration therefor.

NOW, THEREFORE, for \$50,000.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, sell, transfer, convey and grant to ASSIGNEE, its successors and assigns, all right, title and interest in and to the Mark, including United States Trademark Registration m 2,840,783 registered May 11, 2004, together with that part of the goodwill of ASSIGNOR's business connected with the use of and symbolized by the Mark.

This assignment also includes any claims, demands, damages, actions and/or causes of action based, in whole or in part, on infringement of the Mark by any third party, including, without limitation, the right to recover for any past infringement thereof.

IN WITNESS WHEREOF, ASSIGNOR executes this Trademark Assignment effective as of this 24 day of July, 2007.

SPORTSFRAGRANCE, INC.

By: 
Name: Richard M. Abrams
Title: President