

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Integrated Brands, Inc.		08/07/2007	CORPORATION: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	International Franchise Corp.		
<b>Street Address:</b>	210 Shields Court		
<b>City:</b>	Markham, Ontario		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	L3R 8V2		
<b>Entity Type:</b>	CORPORATION: ONTARIO		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1430697	FIGHT FAT	
Registration Number:	1506629	CUSTOM CULTURE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(214)661-4899		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	214.953.6818		
<b>Email:</b>	daltmdept@bakerbotts.com		
<b>Correspondent Name:</b>	Valerie Verret		
<b>Address Line 1:</b>	2001 Ross Avenue		
<b>Address Line 2:</b>	Suite 600		
<b>Address Line 4:</b>	Dallas, TEXAS 752012980		
<b>ATTORNEY DOCKET NUMBER:</b>	069410.0933/ 0956		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Valerie Verret		

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Address Line 1: 2001 Ross Avenue  
Address Line 2: Suite 600  
Address Line 4: Dallas, TEXAS 752012980

NAME OF SUBMITTER:	Valerie Verret
Signature:	/Valerie Verret/
Date:	08/07/2007

**Total Attachments: 5**  
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## TRADEMARK ASSIGNMENT

WHEREAS, INTEGRATED BRANDS INC., a New Jersey corporation, having an address of 4175 Veterans Highway, Ronkonkoma, New York 11779 (“Assignor”), is the owner of all right, title and interest in and to the trademarks set forth on Exhibit A attached hereto, and the registrations therefor (the “Marks”); and


WHEREAS, INTERNATIONAL FRANCHISE CORP., an Ontario corporation, having an address of 210 Shields Court, Markham, Ontario L3R 8V2 (“Assignee”), desires to acquire all right, title and interest in and to the Marks together with the goodwill of the business symbolized thereby, and all associated trademark applications and registrations related thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby grant, assign and set over to Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the Marks together with the goodwill of the business symbolized by the Marks, and all associated trademark applications and registrations related thereto throughout the world;

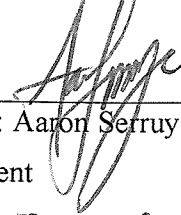
Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Marks throughout the world, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, the Parties and their duly authorized representatives have caused this Trademark Assignment to be executed on the date and in the capacities shown below.

INTEGRATED BRANDS INC.

By:   
Printed Name: MICHAEL SERRUYA  
Its: PRESIDENT  
Date: AUG. 7, 2007

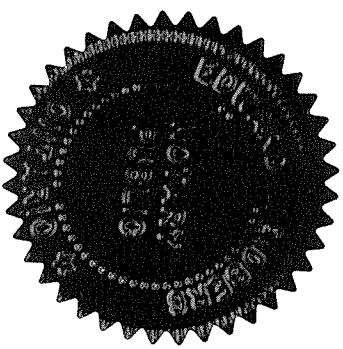
INTERNATIONAL FRANCHISE CORP.

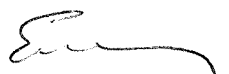
By:   
Printed Name: Aaron Serruya  
Its: President  
Date: AUG 7, 2007

CANADA )  
 )  
PROVINCE OF ONTARIO )

Before me, the undersigned, a Notary Public, on this day personally appeared Michael Serruya, to me known and known to me to be the person and officer whose name is subscribed to the foregoing instrument, and acknowledged to me that the same was an act of the said Integrated Brands Inc., a New Jersey corporation, and that he had executed the same as the act of such corporation for the purpose and consideration therein expressed, and in the capacity therein stated.

Given under my hand and seal of office, the 7<sup>th</sup> day of August, 2007.

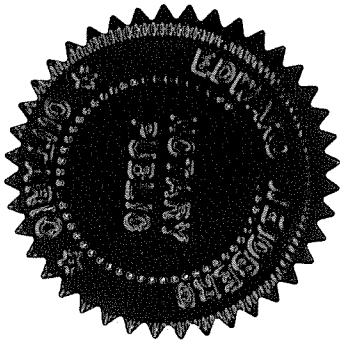


  
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Notary Public in and for  
the Province of Ontario

PROVINCE OF ONTARIO           §  
   §  
REGION OF CANADA               §

Before me, the undersigned, a Notary Public on this day personally appeared Aaron Serruya, to me known and known to me to be the person and officer whose name is subscribed to the foregoing instrument, and acknowledged to me that the same was the act of the said International Franchise Corp., an Ontario corporation, and that he had executed the same as the act of such corporation for the purpose and consideration therein expressed, and in the capacity therein stated.

Given under my hand and seal of office, the 7<sup>th</sup> day of August, 2007.




  
\_\_\_\_\_  
Notary Public in and for  
the Province of Ontario

EXHIBIT A

U.S. Trademark Registrations

<b>Reg. No.</b>	<b>Registration Date</b>	<b>Mark</b>
1430697	February 24, 1987	FIGHT FAT
1506629	September 27, 1988	CUSTOM CULTURE