

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
Jacques Moret, Inc.		09/25/2007	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	H. Best, Ltd.		
Street Address:	1411 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77044196	ACTIVE-8	
CORRESPONDENCE DATA			
Fax Number:	(212)588-0780		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-588-9800		
Email:	mail@levman.com		
Correspondent Name:	Howard F Mandelbaum		
Address Line 1:	444 Madison Avenue		
Address Line 2:	35th Floor		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	JACQ0252US		
NAME OF SUBMITTER:	Howard F Mandelbaum		
Signature:	/Howard F Mandelbaum/		
Date:	09/26/2007		

OP \$40.00 77044196

Total Attachments: 1
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ASSIGNMENT

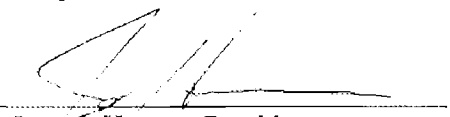
Whereas Jacques Moret, Inc., a corporation of the State of New York, having a place of business at 1411 Broadway, New York, NY 10018, has adopted, and intends to use the following trademark for which an application for registration is pending in the United States Patent and Trademark Office, namely,

<u>Trademark</u>	<u>Application Serial No.</u>	<u>Filing Date</u>
ACTIVE-8	77/044,196	November 15, 2006

Whereas H. Best, Ltd., a corporation of the State of Delaware, having a place of business at 1411 Broadway, New York, NY 10018, has succeeded to the business of said Jacques Moret, Inc. to which the mark pertains, and is desirous of acquiring said mark and the application for registration thereof.

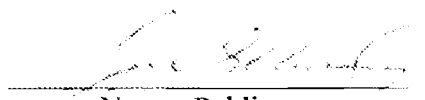
Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Jacques Moret, Inc. does hereby assign unto the said H. Best, Ltd., all right, title and interest in and to the said trademark, together with the good will of the business symbolized by the trademark, and the above identified application for registration thereof, and the registration to issue thereon, together with all claims for damages by reason of past infringement of said trademark, with the right to sue for, and collect the same for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives.

Jacques Moret, Inc.,

By 
Joseph Harary, President

STATE OF NEW YORK)
): SS.
COUNTY OF NEW YORK)

On this 25 day of September, 2007, before me personally came Joseph Harary, to me known, who being by me duly sworn, did depose and say that he is President of Jacques Moret, Inc., the corporation described in and on whose behalf he executed the above document; and that he executed the same by authority of the board of directors of said corporation.


Notary Public

Joseph Goldfarb
Notary Public, State of New York
No. 01G04322483
Qualified in Kings County
Commission Expires January 31, 20__