

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Monarchy Collection, Inc.		08/09/2007	CORPORATION: CALIFORNIA
Eric Kim		08/09/2007	INDIVIDUAL:
Hyung Tae Kim		08/09/2007	INDIVIDUAL:
JHL Corporation		08/09/2007	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Monarchy, LLC
Street Address:	2444 Porter Street
Internal Address:	Suite M
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90021
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Serial Number:	78904039	GARDEN OF EARTHLY DELIGHTS
Serial Number:	77155439	LOVE & HATE TATTOO
Serial Number:	77133485	MANCHESTER ESCAPES
Serial Number:	78962743	M MONARCHY
Serial Number:	77109325	M MONARCHY
Registration Number:	3131717	MONARCHY

CORRESPONDENCE DATA

Fax Number: (917)777-4104
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-735-3000
 Email: mmcguire@skadden.com

CH \$165.00 78904039

Correspondent Name: Skadden, Arps, Slate, Meagher & Flom LLP
Address Line 1: Four Times Square
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:

264050/43

NAME OF SUBMITTER:

Anita Sinha

Signature:

/S. Anita Sinha/

Date:

11/19/2007

Total Attachments: 2

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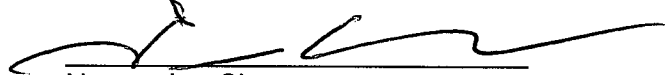
Trademark Assignment

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which are hereby acknowledged, **Monarchy Collection, Inc.**, a California corporation; **Eric Kim**, an individual; **Hyung Tae Kim**, an individual; and **JHIL Corporation**, a California corporation ("Assignors") hereby assign and transfer unto **Monarchy, LLC**, a California limited liability company ("Assignee"), all of their respective and worldwide, right, title and interest in and to the trademarks and domain names listed in Exhibit A hereto ("Trademarks"), which are being assigned to the same party that has acquired the business to which such Trademarks pertain, which business is ongoing and existing, together with the goodwill of the business appurtenant to and symbolized by the Trademarks.

IN WITNESS WHEREOF, Assignors have executed this Trademark Assignment effective as of August 9, 2007.

Assignors

MONARCHY COLLECTION, INC.



Name: Jun Chang
Title: Sole Incorporator

JHIL CORPORATION



Name: Hyung Tae Kim
Title: President



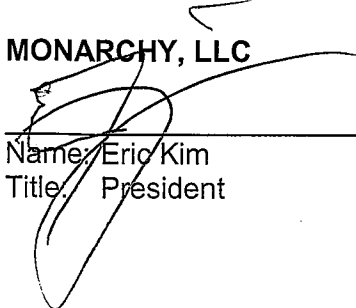
ERIC KIM



HYUNG TAE KIM

Assignee

MONARCHY, LLC



Name: Eric Kim
Title: President

Exhibit A

United States Trademarks

Jurisdiction	Trademark	Reg. No. (App. No.)	Reg. Date (App. Date)
United States	GARDEN OF EARTHLY DELIGHTS	(78/904,039)	(6/8/2006)
United States	LOVE & HATE TATTOO	(77/155,439)	(4/12/2007)
United States	MANCHESTER ESCAPES	(77/133,485)	(3/16/2007)
United States	M MONARCHY	(78/962,743)	(8/29/2006)
United States	M MONARCHY and Design	(77/109,325)	(2/16/2007)
United States	MONARCHY	3,131,717	8/22/2006

Non-United States Trademarks

Jurisdiction	Trademark	Reg. No. (App. No.)	Reg. Date (App. Date)
Canada	GARDEN OF EARTHLY DELIGHTS	(1273373)	(9/26/2005)
Canada	MONARCHY	(1273374)	(9/26/2005)
China	M MONARCHY and Design		(6/19/2007)
Dominican Republic	M MONARCHY and Design	(2006-102963)	(11/3/2006)
Dominican Republic	MONARCHY	(2006-102964)	(11/3/2006)
European Union	MONARCHY	(004553491)	(7/21/2005)
Israel	M MONARCHY and Design	(194814)	(10/29/2006)
Israel	MONARCHY	(194813)	(10/29/2006)
Japan	GARDEN OF EARTHLY DELIGHTS	4947206	4/21/2006
Japan	MONARCHY	5021331	1/26/2007
South Korea	GARDEN OF EARTHLY DELIGHTS	40668416	6/30/2016
South Korea	M MONARCHY and Design	(4020070006419)	(2/2/2007)
Mexico	GARDEN OF EARTHLY DELIGHTS	922019	2/27/2006
Mexico	M MONARCHY and Design	(834047)	(2/2/2007)
New Zealand	M MONARCHY and Design	(766145)	(4/2/2007)
Vietnam	M MONARCHY and Design		

Domain Name

Domain	Registrant	Reg. Date	Exp. Date	Registrant Address	Admin. Address
monarchycollection.com	Monarchy Inc	1/19/2005	1/19/2008	746 Kohler Los Angeles, CA 90021	Eric Kim 746 Kohler Los Angeles, CA 90021