

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
Claudia Mayer		11/06/2007	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Select New York Corporate Communications, LP		
<b>Street Address:</b>	131 Varick Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10013		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78878397	BRAND LANGUAGE LAB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)798-6902		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-326-0822		
<b>Email:</b>	mshine@pryorcashman.com		
<b>Correspondent Name:</b>	W. Wilder Knight		
<b>Address Line 1:</b>	410 Park Ave., 10th Floor		
<b>Address Line 2:</b>	Pryor Cashman LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>NAME OF SUBMITTER:</b>	W. Wilder Knight		
<b>Signature:</b>	/W. Wilder Knight/		
<b>Date:</b>	11/28/2007		
Total Attachments: 2			

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**ASSIGNMENT OF TRADEMARK**

This Agreement (hereinafter the "Agreement") is made and entered into effective November 6, 2007 (hereinafter the "Effective Date") by and between Claudia Mayer, an individual and United States citizen addressed at 34 Grammercy Park East, New York, NY 10003 (hereinafter the "ASSIGNOR") on the one hand, and Select New York Corporate Communications, LP, a limited partnership organized under the laws of the state of Delaware, with an office at 131 Varick Street, New York, NY 10013 (hereinafter the "ASSIGNEE"), on the other hand;

WHEREAS, ASSIGNOR owns the trademark application (hereinafter the "Application") for the mark (hereinafter the "Mark") set forth below (the Mark and the Application are hereinafter collectively referred to as the "Property");

BRAND LANGUAGE LAB in cl. 35, Appl. Ser. No. 78/878,397

WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of its right, title and interest in, to and under such Property;

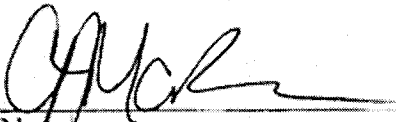
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns, transfers and conveys to ASSIGNEE, its successors, assigns and legal representatives forever, ASSIGNOR's entire right, title and interest in and to such Property throughout the world, together with that part of the goodwill of ASSIGNOR's business connected with the use thereof and symbolized thereby, and any and all of ASSIGNOR's other rights, privileges

and priorities provided under the United States, state or foreign law with respect to the Property including without limitation ASSIGNOR's common law rights and rights under the laws of unfair competition (hereinafter the "Transferred Rights") and any and all of ASSIGNOR's rights to obtain renewals, reissues, and extensions for such Property upon registration of such Marks or other legal protections pertaining to the Transferred Rights.

CLAUDIA MAYER

By:   
Claudia Mayer

SELECT NEW YORK CORPORATE COMMUNICATIONS, LP

By:   
Name:  
Title: