

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
EMJ Design LLC		01/31/2008	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Elizabeth McKay Jenkins		
Street Address:	230 East 73rd Street		
Internal Address:	Apt. 2D		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10021		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77288726	ELIZABETH MCKAY	
CORRESPONDENCE DATA			
Fax Number:	(212)764-5060		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 575-7900		
Email:	skim@ballonstoll.com		
Correspondent Name:	Howard D. Bader		
Address Line 1:	729 Seventh Avenue		
Address Line 2:	17th Floor		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	17132-002		
NAME OF SUBMITTER:	Howard D. Bader		
Signature:	/hbader/		

OP \$40.00 77288726

Date:

07/08/2008

Total Attachments: 2

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**ASSIGNMENT OF TRADEMARK
AND RELATED GOODWILL**

WHEREAS, EMJ DESIGN LLC, a New York limited liability company of which Assignee is a principal member, with offices at 1450 Broadway, 14th Floor, New York, New York, (hereinafter "Assignor") is the owner of the trademark "ELIZABETH MCKAY," which is the subject of U.S. Trademark Application Serial Number 77/288726 (hereinafter "the Trademark");

WHEREAS, ELIZABETH MCKAY JENKINS, a resident of the State of New York, whose address is at 230 East 73rd Street, Apt. 2D, New York, New York (hereinafter "Assignee"), desires to take assignment of the subject Trademark together with all of the Assignor's right, title and interest in and to said Trademark and the corresponding United States Trademark Registration/Application and of all the goodwill that has inured to, become symbolized by and associated with the Trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto the Assignee all right, title and interest in the Trademark, and to the corresponding United States Trademark Registration/Application thereto, including all of the goodwill that has inured to, become symbolized by and associated with the Trademark;


ASSIGNOR does hereby further assign unto the Assignee all common law right, title and interest, and any other right, title and interest in the Trademark and any and all copyright in the design and subsidiary and/or ancillary rights in any form, including all of the goodwill that has inured to, become symbolized by and become associated with the Trademark.

Dated: January 31, 2008

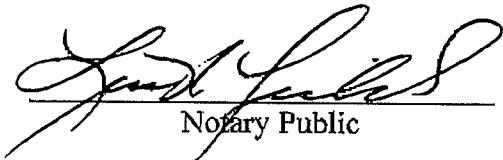
ASSIGNOR

EMJ DESIGN LLC

[signature]


Elizabeth McKay Jenkins
Principal Member

STATE OF NEW YORK, COUNTY OF NEW YORK ss:
On January 31, 2008, before me, the undersigned authority,
personally appeared ELIZABETH MCKAY JENKINS, Principal
Member of EMJ Design LLC, personally known to me or proved
to me on the basis of satisfactory evidence to be the individual whose
name is subscribed to in the within instrument and acknowledged
to me that she executed the same in the capacity set forth and
that by her signature on the instrument, she executed same for
the purposes therein expressed.



Notary Public

LISA R. FIELDS
Notary Public, State of New York
No. 24-4887464
Qualified in Kings County
Commission Expires March 23, 20 11