

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Geoffrey Beene Brands, LLC		08/01/2008	LIMITED LIABILITY COMPANY: NEW YORK

**RECEIVING PARTY DATA**

Name:	Geoffrey Beene, LLC
Street Address:	37 West 57th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Registration Number:	1148279	BEENE SPROUTS
Registration Number:	2839963	GB GEOFFREY BEENE
Registration Number:	2183725	GEOFFREY BEENE
Registration Number:	1707677	GEOFFREY BEENE
Registration Number:	1714384	GEOFFREY BEENE
Registration Number:	1119124	GEOFFREY BEENE
Registration Number:	1108341	GEOFFREY BEENE
Registration Number:	899265	GEOFFREY BEENE
Serial Number:	78913422	ARE YOU GAME? DOMINO RED COLOGNE BY GEOFFREY BEENE
Serial Number:	78709795	BEENE BAG
Serial Number:	77028084	BEENE BAG
Serial Number:	78611878	DOMINO RED BY GEOFFREY BEENE
Serial Number:	77220655	GBGB

CH \$415.00 1148279

Serial Number:	77373924	GBGB
Serial Number:	77220659	GEOFFREY BEENE GIVES BACK
Serial Number:	77373928	GEOFFREY BEENE GIVES BACK

**CORRESPONDENCE DATA**

Fax Number: (212)588-0500  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 2125880800  
Email: docket@flhlaw.com  
Correspondent Name: Frommer Lawrence & Haug LLP  
Address Line 1: 745 Fifth Avenue  
Address Line 4: New York, NEW YORK 10151

ATTORNEY DOCKET NUMBER:	454020-6050
NAME OF SUBMITTER:	Marilyn Matthes Brogan
Signature:	/marilyn matthes brogan/
Date:	08/06/2008

**Total Attachments: 4**  
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FILING RECEIPT

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ENTITY NAME: GEOFFREY BEENE, LLC

DOCUMENT TYPE: AMENDMENT (DOM LLC)  
NAME

COUNTY: NEWY

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FILED:08/04/2008 DURATION:\*\*\*\*\* CASH#:080804000176 FILM #:080804000168

FILER:

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BRYAN CAVE LLP  
1290 AVENUE OF THE AMERICAS

NEW YORK, NY 10104

ADDRESS FOR PROCESS:  
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REGISTERED AGENT:  
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SERVICE COMPANY: CORPORATION SERVICE COMPANY - 45

SERVICE CODE: 45

FEEs            120.00  
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FILING           60.00  
TAX              0.00  
CERT             0.00  
COPIES           10.00  
HANDLING        50.00

PAYMENTS       120.00  
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CASH             0.00  
CHECK            0.00  
CHARGE           0.00  
DRAWDOWN        120.00  
    OPAL           0.00  
REFUND            0.00

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DOS-1025 (04/2007)

**STATE OF NEW YORK**  
**DEPARTMENT OF STATE**

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the  
Department of State, at the City of Albany, on  
August 4, 2008.

*Paul LaPointe*

Paul LaPointe  
Special Deputy Secretary of State

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DRAW DOWN

CERTIFICATE OF AMENDMENT  
OF THE  
ARTICLES OF ORGANIZATION  
OF  
GEOFFREY BEENE BRANDS, LLC

(Under Section 211 of the Limited Liability Company Law)

It is hereby certified that:

FIRST: The name of the limited liability company (the "Company") is Geoffrey Beene Brands, LLC.

SECOND: The date of filing of the Articles of Organization of the Company is May 13, 2008.

THIRD: The amendment of the Articles of Organization of the Company effected by this Certificate of Amendment is as follows:

Paragraph First of the Articles of Organization relating to the name of the limited liability company is hereby amended in its entirety to read as follows:

"FIRST: The name of the limited liability company is Geoffrey Beene, LLC."

IN WITNESS WHEREOF, the Company has caused this Certificate of Amendment of the Articles of organization of the Company to be executed by a duly authorized person as of the first day of August, 2008.

GEOFFREY BEENE BRANDS, LLC

By: /c/ G. Thompson Hutton  
G. Thompson Hutton  
Authorized Person

080804000168

CERTIFICATE OF AMENDMENT  
OF THE  
ARTICLES OF ORGANIZATION  
OF  
GEOFFREY BEENE BRANDS, LLC

(Under Section 211 of the Limited Liability Company Law)

FILED

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STATE OF NEW YORK  
DEPARTMENT OF STATE  
FILED AUG 04 2008  
TAX S \_\_\_\_\_  
BY: *LAH*

*J. Lee*

Bryan Cave LLP  
1290 Avenue of the Americas  
New York, New York 10104

2008 AUG -1 PM 4:03

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