

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
Peter Matt & Co., Inc. d/b/a Matt Brothers		08/25/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	MMI Licensing, Inc.
Street Address:	4 MacDonald Avenue
Internal Address:	Suite 3A
City:	Armonk
State/Country:	NEW YORK
Postal Code:	10504
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2242019	ANIME
Registration Number:	2505518	GELSOMINA
Registration Number:	3151934	JT CELLARS
Registration Number:	2160951	LA SERA
Registration Number:	2632757	SFIDA
Registration Number:	2930304	SIPACHA
Registration Number:	2875492	SIPINO
Registration Number:	3141650	SIPRANILLO
Registration Number:	2160952	TERRAZZO
Registration Number:	2291771	

CORRESPONDENCE DATA

Fax Number: (212)894-5548

CH \$265.00 2242019

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2129406561
Email: david.sherman@kattenlaw.com
Correspondent Name: David Sherman
Address Line 1: 575 Madison Avenue
Address Line 2: Office 1506
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	338890-00002
NAME OF SUBMITTER:	David Sherman
Signature:	/s/
Date:	08/26/2008

Total Attachments: 2
source=C1513_EXCHANGE_08262008-165948#page1.tif
source=C1513_EXCHANGE_08262008-165948#page2.tif

U.S. TRADEMARK ASSIGNMENT

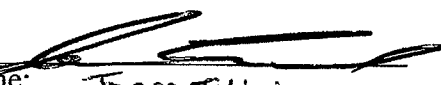
WHEREAS, Peter Matt & Co., Inc. d/b/a Matt Brothers, a corporation organized under the laws of the State of New York, having offices at 4 MacDonald Avenue, Suite 3A, Armonk, New York 10504 ("Assignor"), is the owner of the U.S. Trademark Registrations set forth on Schedule A (the "Marks"); and

WHEREAS, MMI Licensing, Inc., a corporation organized under the laws of the State of Delaware, having offices at 4 MacDonald Avenue, Suite 3A, Armonk, New York 10504 ("Assignee"), has acquired the Marks and the goodwill associated therewith.

NOW, THEREFORE, effective as of August 25, 2008, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers the Marks to Assignee, together with any applicable goodwill.

IN WITNESS WHEREOF, Assignor has signed this Assignment this 25th day of August, 2008.

PETER MATT & CO., INC.

By: 
Name: Joern Tittel
Title: CEO

Schedule A

<u>Trademark</u>	<u>U.S. Registration No.</u>
ANIME	2,242,019
GELSOMINA	2,505,518
JT CELLARS	3,151,934
LA SERA	2,160,951
SFIDA	2,632,757
SIPACHA	2,930,304
SIPINO	2,875,492
SIPRANILLO	3,141,650
TERRAZZO	2,160,952
Design Only	2,291,771