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
MediaQuest Inc.		110/09/2008	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

Name:	United Retail Incorporated	
Street Address:	365 West Passaic Street	
City:	Rochelle Park	
State/Country:	NEW JERSEY	
Postal Code:	07662	
Entity Type:	CORPORATION: DELAWARE	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78860146	CLOUD STEPPERS

CORRESPONDENCE DATA

Fax Number: (212)974-8474

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

Phone: 2129747474

Email: mradin@cdas.com

Correspondent Name: Mitchell E. Radin, Esq.

Address Line 1: 41 Madison Avenue, 34th Floor

Address Line 2: Cowan, DeBaets, Abrahams & Sheppard LLP

Address Line 4: New York, NEW YORK 10010

03209-3
Mitchell E. Radin
/mer/

TRADEMARK
REEL: 003868 FRAME: 0689

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Date:	10/10/2008			
Total Attachments: 1 source=Assignment, CLOUD STEPPERS, URI and MediaQuest, 20081009#page1.tif				

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ASSIGNMENT

THIS ASSIGNMENT, effective the __day of October, 2008 by MediaQuest Inc., a New Jersey corporation ("Assignor"), to United Retail Incorporated, a Delaware corporation ("Assignee").

RECITALS:

WHEREAS, Assignor has intended to use and actually used the mark "CLOUD STEPPERS" (the "Mark") in interstate commerce and filed an application with the United States Patent and Trademark Office on April 19, 2006, based upon its bona fide intention to use such Mark in commerce, which application has been given Serial No. 78/860,146 (the "Application"), but has not yet filed an allegation of use of the Mark under Section 1(c) or 1(d) of the Lanham Act; and

WHEREAS, Assignee is acquiring the entire business or portion thereof to which the Mark pertains as required by 15 U.S.C. § 1060,

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee any and all right, title and interest in and to the Mark in the Application as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060, including, but not limited to, the use of the Mark, all benefit of any and all prior use of the Mark, and any and all rights to initiate claims or proceedings for past, present or future infringements of Assignor's rights, title and interest to the Mark.

MEDIAQUEST INC.
March 1990
By: RAT KHUBANI
Title: CFO
State of New Jersey)
State of New Jersey)) ss: County of EADER)
On this 70 th day of October, 2008, personally appeared Ray Khubani to me known to be the CEC of MediaQuest Inc. (the "Company"), the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of the Company.
Showler Muhai Notary Public Of New Sersey.

RECORDED: 10/10/2008

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