

**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>
MediaQuest Inc.		10/09/2008	CORPORATION: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	United Retail Incorporated		
<b>Street Address:</b>	365 West Passaic Street		
<b>City:</b>	Rochelle Park		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07662		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78860146	CLOUD STEPPERS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)974-8474		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2129747474		
<b>Email:</b>	mradin@cdas.com		
<b>Correspondent Name:</b>	Mitchell E. Radin, Esq.		
<b>Address Line 1:</b>	41 Madison Avenue, 34th Floor		
<b>Address Line 2:</b>	Cowan, DeBaets, Abrahams & Sheppard LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10010		
<b>ATTORNEY DOCKET NUMBER:</b>	03209-3		
<b>NAME OF SUBMITTER:</b>	Mitchell E. Radin		
<b>Signature:</b>	/mer/		

CH \$40.00 78860146

Date:

10/10/2008

Total Attachments: 1

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