

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
ENYCE LLC		10/20/2008	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	JESSIE AND D LILA LLC
<b>Street Address:</b>	1710 Broadway
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10019
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	3509265	RSRV
Registration Number:	3402586	RSRV
Serial Number:	77072372	
Serial Number:	77072380	RSRV
Registration Number:	3330324	RSRV
Serial Number:	77072422	RRV
Serial Number:	77131903	EE ENYCE
Registration Number:	3321380	EE ENYCE
Registration Number:	2351411	ENYCE
Registration Number:	3143636	ENYCE
Registration Number:	3325682	ENYCE
Registration Number:	3473620	ENYCE
Registration Number:	2093751	ENYCE

CH \$340.00 3509265

CORRESPONDENCE DATA

Fax Number: (212)813-5901  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-813-5900  
Email: anicolescu@fzlz.com  
Correspondent Name: LAWRENCE E. APOLZON  
Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.  
Address Line 2: 866 UNITED NATIONS PLAZA  
Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	JDLA 0812118
NAME OF SUBMITTER:	Lawrence E. Apolzon
Signature:	/anca nicolescu/
Date:	10/31/2008

**Total Attachments: 4**  
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### ASSIGNMENT

**WHEREAS**, ENYCE LLC, a limited liability company organized and existing under the laws of the state of Delaware, and L.C. LICENSING, INC., a corporation organized under the laws of the state of Delaware, each having a place of business at 1441 Broadway, New York, New York 10018 (collectively the "Assignor"), is the sole and exclusive owner of the trademarks and any registrations and applications for registration thereof, together with the domain names, all as described in Schedule A (collectively "Trademarks"), attached hereto and made a part hereof.

**WHEREAS**, JESSIE AND D LILA LLC, a limited liability company organized and existing under the laws of the state of New York, having a place of business at 1710 Broadway New York, New York 10019 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the said Trademarks.

**NOW, THEREFORE**, in consideration of \$1.00, and for other good and valuable consideration, the receipt and sufficiency is hereby acknowledged said Assignor does hereby sell, transfer, convey and assign to said Assignee the entire right, title and interest in, to and under said Trademarks, together with the entire business and goodwill of the business associated with and symbolized by the Trademarks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made. Assignor further agrees to execute any and all documents and do any such further acts that shall be required in order for Assignee to secure such rights.

**AND**, said Assignor hereby covenants that it has full right to convey the entire interest herein assigned, along with that portion of its business which has developed the product to which the Trademarks pertain.

**AND**, the Assignee agrees to bear all costs associated with securing such rights.

**[THE REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK]**

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officer thereunto duly authorized this 20<sup>th</sup> day of October, 2008.

ENYCE LLC

*Scott E Etheridge*  
Name: SCOTT E ETHERIDGE  
Title: Authorized Signatory

STATE OF NEW YORK  
COUNTY OF NEW YORK

On this 20<sup>th</sup> day of October 2008, before me appeared <sup>Scott Etheridge</sup> who, being by me duly sworn did say that he/she is the ~~Vice President~~ <sup>President</sup> of ENYCE LLC, a limited liability company organized under the laws of the State of Delaware, and personally known to me to be the same person whose name is subscribed to the foregoing ASSIGNMENT ("Assignment"), and acknowledged to me that he/she signed and delivered the foregoing Assignment on behalf of and pursuant to authority from such corporation and that the foregoing Assignment was a free and voluntary act and deed.

MARYBELL FLORES ORO  
Notary Public - State of New York  
No. 01OR6159728  
Qualified in New York County  
My Comm. Expires Jan. 22, 2011

*Marybell Flores Oro*  
NOTARY PUBLIC

L.C. LICENSING, INC.

*Scott E Etheridge*  
Name: SCOTT E ETHERIDGE  
Title: Authorized Signatory

STATE OF NEW YORK  
COUNTY OF NEW YORK

On this 20<sup>th</sup> day of October 2008, before me appeared <sup>Scott Etheridge</sup> who, being by me duly sworn did say that he/she is the ~~Vice President~~ <sup>Vice President</sup> of L.C. LICENSING, INC., a corporation organized under the laws of the State of Delaware, and personally known to me to be the same person whose name is subscribed to the foregoing ASSIGNMENT, and acknowledged to me that he/she signed and delivered the foregoing Assignment on behalf of and pursuant to authority from such corporation and that the foregoing Assignment was a free and voluntary act and deed.

MARYBELL FLORES ORO  
Notary Public - State of New York  
No. 01OR6159728  
Qualified in New York County  
My Comm. Expires Jan. 22, 2011

*Marybell Flores Oro*  
NOTARY PUBLIC

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IN TESTIMONY WHEREOF, Assignee has executed this Assignment by its proper officer thereunto duly authorized this 14th day of October, 2008.

JESSIE AND D LILA LLC  
*[Signature]*  
Name: Derek Ferguson  
Title: Authorized Signatory

STATE OF *New York*  
COUNTY OF *New York* SS:

On this *14th* day of October 2008, before me appeared *Derek Ferguson* who, being by me duly sworn did say that he/she is the *CEO* of JESSIE AND D LILA LLC., a limited liability company organized under the laws of the State of New York, and personally known to me to be the same person whose name is subscribed to the foregoing ASSIGNMENT, and acknowledged to me that he/she signed and delivered the foregoing Assignment on behalf of and pursuant to authority from such corporation and that the foregoing Assignment was a free and voluntary act and deed.

*[Signature]*  
NOTARY PUBLIC

Bruce Grossberg  
Notary Public, State of New York  
No. 02075216140  
Qualified in *Westchester* County  
Commission Expires August 2, 201*9*

**Schedule of Marks**

Mark	Date	Serial No.	Class No.	Registration No.	Case No.
RSRV	1/2/2007	77/074,286	3,509,265	9/30/2008	JDLA 0813209
RSRV and Design	12/28/2006	77/072,409	3,402,586	3/25/2008	JDLA 0813208
Miscellaneous Design	12/28/2006	77/072,372	n/a	n/a	JDLA 0813207
RSRV and Design	12/28/2006	77/072,380	n/a	n/a	JDLA 0813206
RSRV Stylized	12/28/2006	77/072,364	3,330,324	11/6/2007	JDLA 0813205
RRV Stylized	12/28/2006	77/072,422	n/a	n/a	JDLA 0813204
EE ENYCE and Design	3/15/2007	77/131,903	n/a	n/a	JDLA 0813203
EE ENYCE and Design	3/24/2006	78/845,131	3,321,380	10/23/2007	JDLA 0813202
ENYCE and Design	10/30/1998	75/579,695	2,351,411	5/23/2000	JDLA 0813201
ENYCE	5/20/2004	78/977,198	3,143,636	9/12/2006	JDLA 0813199
ENYCE	5/20/2004	78/422,322	3,325,682	10/30/2007	JDLA 0813198
ENYCE	5/20/2004	78/422,128	3,473,620	7/22/2008	JDLA 0813197
ENYCE	6/24/1996	75/976,355	2,093,751	9/2/1997	JDLA 0813196

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