

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
Grapevine Intellectual Properties, LLC		12/31/2008	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	200 Kelsey Associates, LLC		
Street Address:	One Radisson Plaza		
Internal Address:	Suite 100		
City:	New Rochelle		
State/Country:	NEW YORK		
Postal Code:	10801		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77550878	AMERICAN BRANDS	
Serial Number:	77536185	AMERICAN BRANDS	
Serial Number:	77532929	AMERICA'S BRANDS	
CORRESPONDENCE DATA			
Fax Number:	(203)849-9300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2038498300		
Email:	ferdinand@gandb.com		
Correspondent Name:	Edmund J. Ferdinand, III		
Address Line 1:	488 Main Avenue		
Address Line 2:	Third Floor		
Address Line 4:	Norwalk, CONNECTICUT 06851		
ATTORNEY DOCKET NUMBER:	KAL106UST		

OP \$90.00 77550878

NAME OF SUBMITTER:	Edmund J. Ferdinand, III
Signature:	/ejf/
Date:	02/23/2009
Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

AGREEMENT effective as of December 31, 2008 (the "Effective Date") by and between GRAPEVINE INTELLECTUAL PROPERTIES, LLC, a New York limited liability company with a business address at Box 862, Harrison, New York 10528 ("Assignor") and 200 KELSEY ASSOCIATES, LLC, a New Jersey Limited Liability Company with a business address at One Fladisson Plaza, New Rochelle, New York 10801 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks AMERICAN BRANDS & Design and AMERCIA'S BRANDS & Design and U.S. Trademark Applications recited on the attached Schedule A therefor, and the business and business goodwill related thereto (hereinafter, "the Trademarks"); and

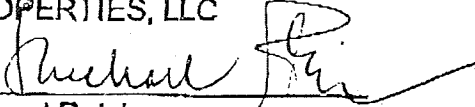
WHEREAS, Assignee desires to acquire Assignor's entire right, title, and interest in and to the Trademarks, including all common law or trade name rights, wherever situated, and the ongoing and existing business and business goodwill appurtenant thereto.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that in consideration of the payment by Assignee to Assignor of the sum of ten dollars (\$10.00) and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers unto Assignee its entire worldwide right, title and interest in and to the Trademarks, including all common law or trade name rights, wherever situated, and the business goodwill associated therewith, including, without limitation, all renewals therefore, all proceeds therefrom, the right to sue for past, present, and future infringements and any other violations related to the Trademarks and the goodwill of the entire ongoing business associated with and symbolized by the Trademarks.

IN WITNESS WHEREOF, this Assignment has been duly executed on the day and year first above written.

GRAPEVINE INTELLECTUAL
PROPERTIES, LLC

BY: 
Michael Reich
Managing Member

SCHEDULE A

MARK

SERIAL NO.

AMERICAN BRANDS
AMERICAN BRANDS
AMERICA'S BRANDS

77/550,878
77/536,185
77/532,929