

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LA REGALE LLC		03/13/2009	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	ISRAEL DISCOUNT BANK OF NEW YORK, IDB FACTORS DIVISION		
Street Address:	511 5th Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	Chartered Bank: NEW YORK		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2802500	LA REGALE	
Registration Number:	3042715	ROCKIT	
Registration Number:	2780367	ZOE ADAMS	
CORRESPONDENCE DATA			
Fax Number:	(212)643-6500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-643-7000		
Email:	pto@sillscummis.com		
Correspondent Name:	Sills Cummis & Gross P.C.		
Address Line 1:	One Rockefeller Plaza		
Address Line 2:	Joseph Walsh		
Address Line 4:	New York, NEW YORK 10020		
ATTORNEY DOCKET NUMBER:	09920003.000035		
NAME OF SUBMITTER:	Robert Shamah		

CH \$90.00 2802500

Signature:

/Robert Shamah/

Date:

03/20/2009

Total Attachments: 3

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TRADEMARK GRANT OF SECURITY

WHEREAS, LA REGALE LLC, a limited liability company formed under the laws of New York, located at 350 Fifth Avenue, Suite 542, New York, New York 10118 ("Company"), has adopted, used and is using the marks shown in the attached Schedule A (the "Marks"), for which there are registrations or applications in the United States Patent and Trademark Office under the numbers shown in the attached Schedule A; and

WHEREAS, Company is obligated to ISRAEL DISCOUNT BANK OF NEW YORK, IDB FACTORS DIVISION ("Factor") pursuant to a certain Trademark Collateral Security Agreement, dated March 13, 2009 by Company in favor of Factor (as each may be amended, modified, restated or supplemented from time to time collectively, the "Agreement"); and

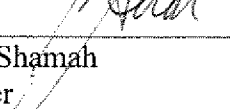
WHEREAS, pursuant to the Agreement, Company is granting to Factor a security interest in the Marks, the goodwill of the business symbolized by the Marks, and the registrations and applications therefor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Company does hereby grant to Factor a security interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and registrations and applications therefor, which security interest shall secure all the Obligations as defined in the Agreement and in accordance with the terms and provisions thereof.

Company expressly acknowledges and affirms that the rights and remedies of Lender with respect to the security interest granted hereby are more fully set forth in the Agreement.

Dated: New York, New York
March 13, 2009


LA REGALE LLC

By: 
Name: Robert Shamah
Title: Manager

[SIGNATURES CONTINUED ON NEXT PAGE]

STATE OF NEW YORK)
)ss:
COUNTY OF NEW YORK)

On the 13TH day of MARCH, 2009, before me, the undersigned, a notary public in and for said state, personally appeared Robert Shamah, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.



Notary Public
My Commission Expires:

JOSEPH C. WALSH
NOTARY PUBLIC STATE OF NEW YORK
No. 01WA614077
QUALIFIED IN NEW YORK COUNTY
COMMISSION EXPIRES FEBRUARY 13, 2010

SCHEDULE A

TRADEMARK	REG. NO.	REG. DATE
LA REGALE	2,802,500	JANUARY 6, 2004
ROCKIT	3,042,715	JANUARY 10, 2006
ZOE ADAMS	2,780,367	NOVEMBER 4, 2003
NYLITES	NOT REGISTERED	NOT REGISTERED