

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Steve's Homemade Ice Cream, Inc.		07/27/1995	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Integrated Brands Inc.		
Street Address:	4175 Veterans Highway		
City:	Ronkonkoma		
State/Country:	NEW YORK		
Postal Code:	11779		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1516783	HEIDI'S FROGEN YOZURT	
CORRESPONDENCE DATA			
Fax Number:	(214)661-4899		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	daltmdept@bakerbotts.com		
Correspondent Name:	Valerie Verret		
Address Line 1:	2001 Ross Avenue		
Address Line 2:	Suite 600		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	069410.0932		
NAME OF SUBMITTER:	Valerie Verret		
Signature:	/Valerie Verret/		
Date:	06/22/2009		

CH \$40.00 1516783

Total Attachments: 2

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NCB
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JUL 27 1995

LORENA B. HOOKER
Secretary of State
10322853

CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
STEVE'S HOMEMADE ICE CREAM, INC.

Pursuant to the provisions of Section 14A:9-4 of the New Jersey Business Corporation Act, the undersigned corporation hereby executes the following Certificate of Amendment of the Certificate of Incorporation:

1. The name of the corporation is:
STEVE'S HOMEMADE ICE CREAM, INC.

2. The following amendment to Article FIRST of the Certificate of Incorporation was approved by the written consent of all of the members of the Board of Directors of the corporation, without a meeting, pursuant to §14A:6-7.1 of the New Jersey Business Corporation Act (the "Act"), and thereafter submitted to all of the shareholders of the corporation pursuant to §14A:9-2(4) of the Act. Said amendment was duly adopted at the Annual Meeting of the shareholders on July 26, 1995.

"FIRST: The name of the corporation is:
INTEGRATED BRANDS INC."

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0100273511

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REEL: 003298 FRAME: 0166

RECORDED: 04/27/2006

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3. The number of shares outstanding at the time of adoption of the amendment was 9,953,288. The total number of shares entitled to vote thereon was 9,953,288.

4. The number of shares voting for and against such amendment is as follows:

<u>NUMBER OF SHARES</u> <u>VOTING FOR AMENDMENT</u>	<u>NUMBER OF SHARES</u> <u>VOTING AGAINST AMENDMENT</u>
8,374,690	128,676

IN WITNESS WHEREOF, this Certificate of Amendment of the Certificate of Incorporation was executed on behalf of the corporation this 26th day of July, 1995.

STEVE'S HOMEMADE ICE CREAM, INC.

By:


Gary P. Stevens, President

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RECORDED: 04/27/2006

RECORDED: 06/22/2009

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