

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL												
CONVEYING PARTY DATA													
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Eric Villency</td> <td></td> <td>03/13/2009</td> <td>INDIVIDUAL:</td> </tr> <tr> <td>1660ROM Holdings LLC</td> <td></td> <td>03/13/2009</td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> </tbody> </table>	Name	Formerly	Execution Date	Entity Type	Eric Villency		03/13/2009	INDIVIDUAL:	1660ROM Holdings LLC		03/13/2009	LIMITED LIABILITY COMPANY: DELAWARE	
Name	Formerly	Execution Date	Entity Type										
Eric Villency		03/13/2009	INDIVIDUAL:										
1660ROM Holdings LLC		03/13/2009	LIMITED LIABILITY COMPANY: DELAWARE										
RECEIVING PARTY DATA													
Name:	Monarchy Group, Inc.												
Street Address:	2444 Porter Street												
Internal Address:	Suite M												
City:	Los Angeles												
State/Country:	CALIFORNIA												
Postal Code:	90021												
Entity Type:	CORPORATION: DELAWARE												
PROPERTY NUMBERS Total: 1													
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>3614377</td> <td>RESTORATION OF THE MONARCHY</td> </tr> </tbody> </table>	Property Type	Number	Word Mark	Registration Number:	3614377	RESTORATION OF THE MONARCHY							
Property Type	Number	Word Mark											
Registration Number:	3614377	RESTORATION OF THE MONARCHY											
CORRESPONDENCE DATA													
Fax Number:	(310)734-3253												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	310-734-3252												
Email:	mcooke@step toe.com												
Correspondent Name:	Michelle A. Cooke												
Address Line 1:	2121 Avenue of the Stars, Suite 2800												
Address Line 2:	Step toe & Johnson LLP												
Address Line 4:	Los Angeles, CALIFORNIA 90067												
ATTORNEY DOCKET NUMBER:	39059.0001												
NAME OF SUBMITTER:	Michelle A. Cooke												

CH \$40.00 3614377

Signature:	/michelle cooke/
Date:	08/07/2009
Total Attachments: 3 source=Trademark Assignment RESTORATION OF THE MONARCY#page1.tif source=Trademark Assignment RESTORATION OF THE MONARCY#page2.tif source=Trademark Assignment RESTORATION OF THE MONARCY#page3.tif	

EXHIBIT A
TRADEMARK ASSIGNMENT

This Assignment is made effective March __, 2009 between Eric Villency, an individual, whose principal address is 950 Third Avenue, 30th Floor, New York, New York 10022 and 1660ROM Holdings LLC, a Delaware company, whose principal place of business is 425 Madison Avenue, Suite 1800, New York, New York 10017 (collectively the "Assignor"), and Monarchy Group, Inc., a Delaware corporation, whose principal place of business is 2444 Porter Street, Suite M, Los Angeles, California 90021 ("Assignee").

WHEREAS, Assignor is the owner of the RESTORATION OF THE MONARCHY trademark, which has been applied for under U.S. Trademark Application No. 77190029 and used in commerce in the United States, its territories and possessions, and other designs, as identified in Schedule 1A hereto and forming part of this Assignment (hereinafter referred to as the "Assigned Trademark(s)"); and

WHEREAS, Assignee is desirous of acquiring any and all rights, including domestic and international trademark rights, that Assignor may have in and to the Assigned Trademark(s), including U.S. Trademark Application No. 77190029, together with the goodwill of the business pertaining thereto;

WHEREAS, Assignor hereby represents and warrants to the Assignee that it has good and marketable title in and to the Assigned Trademark(s) and that it has the right to transfer the same;

WHEREAS, Assignor agrees to cooperate with Assignee and to follow Assignee's reasonable instructions in order to effectuate the assignment of the Assigned Trademark(s) in a timely manner.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee its entire right, title and interest in and to the Assigned Trademark(s), together with the whole of the goodwill of the business pertaining thereto to be held and enjoyed by Assignee for its own use and enjoyment of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale would not have been made; together with all claims and damages by reason of past infringement of the Assigned Trademark(s) with the right to sue for and collect the same for its own use and benefit and for the use and on behalf of its successors, assigns or other legal representatives.

IN TESTIMONY WHEREOF, Assignor has caused its name to be signed and its seal affixed, by its duly authorized officer, this 13th day of March, 2009.

(SEAL)

1660ROM Holdings LLC

By: Eric Villency
Title: MANAGING MEMBER

State of New York
County of Queens

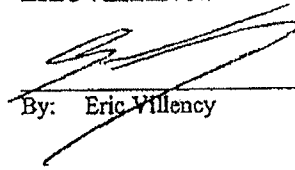
ss

On this 13th day of March, 2009 before me personally appeared Eric S Villency (name) who, being by me duly sworn, deposes and says that s/he is the _____ (title) of 1660ROM Holdings LLC, the corporation described in and which executed the foregoing assignment; that s/he knows the seal of said corporation, and that the seal affixed thereto is such seal and was affixed thereto by _____ (name), _____ (title) with authority of the Board of Directors; and that he signed said instrument on behalf of said corporation by like authority.

NATASHA SANTANOO
Notary Public, State of New York
Qualified in Queens County
Reg. No. 01SA6180915
My Commission Expires Jan. 22, 2012

Natasha Santanoo
Notary Public

ERIC VILLENCY


By: Eric Villency

State of New York

County of Queens

ss

On this 13th day of March, 2009, before me personally appeared Eric Villency who, being by me duly sworn, deposes and says that he is person whose name is subscribed within the instrument and executed the foregoing assignment for the purposes therein contained.


Notary Public

NATASHA SANTANOO
Notary Public, State of New York
Qualified in Queens County
Reg. No. 01SA6180915
My Commission Expires Jan. 22, 2012

Schedule 1A
to Exhibit A – Trademark Assignment

Trademark	Goods
RESTORATION OF THE MONARCHY (U.S. Application No. 77190029)	Clothing articles and accessories, namely, jeans, pants, trouser, and shirts.
RESTORATION OF THE MONARCHY (Logo Styles)	Clothing articles and accessories, namely, jeans, pants, trouser, and shirts.