

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
Show & Prove, LLC		08/12/2009	LIMITED LIABILITY COMPANY: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Yakira, LLC		
Street Address:	40 W. 23rd Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78522446	HEIST	
CORRESPONDENCE DATA			
Fax Number:	(917)262-3505		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	trademarks@ecko.com		
Correspondent Name:	Gregg R. Donnenfeld, Esq.		
Address Line 1:	40 W. 23rd Street, 3rd Floor		
Address Line 4:	New York, NEW YORK 10010		
ATTORNEY DOCKET NUMBER:	HEIST		
NAME OF SUBMITTER:	Gregg R. Donnenfeld, Esq.		
Signature:	/gregg donnenfeld/		
Date:	08/12/2009		

OP \$40.00 78522446

Total Attachments: 2
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made and entered into as of this 12th day of August, 2009, by and between Show & Prove, LLC, a New Jersey limited liability company with its principal place of business located at 40 West 23rd Street, New York, New York 10010 ("Assignor"), and Yakira, LLC, a New Jersey limited liability company with its principal place of business located at 40 West 23rd Street, New York, New York 10010 ("Assignee").

WHEREAS, Assignor is the owner of certain right, title and interest in and to the trademark and trademark application identified on Schedule A hereto (collectively, the "Trademark"); and


WHEREAS, Assignee is the successor to the portion of the ongoing and existing business of Assignor to which the Trademark pertains, and Assignee is desirous of acquiring all of Assignor's right, title and interest in and to the Trademark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee, and Assignee accepts from Assignor, all of Assignor's right, title and interest in and to the Trademark, together with any and all associated goodwill.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date set forth below.

SHOW & PROVE, LLC

Dated: August 12, 2009

By: 
Name: Gregg Donnenfeld
Title: Executive Vice President / General Counsel

SCHEDULE A

U.S. TRADEMARK APPLICATION

TRADEMARK	APPLICATION NO.
HEIST	78/522,446