

**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
Zoo York LLC		10/30/2009	LIMITED LIABILITY COMPANY: NEW JERSEY

**RECEIVING PARTY DATA**

Name:	IP Holdings Unltd LLC
Street Address:	1450 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Registration Number:	3177609	UNBREAKABLE
Registration Number:	2900612	UNBREAKABLE
Registration Number:	3060810	ZOO YORK
Registration Number:	2929609	ZOO YORK
Registration Number:	1927011	ZOO YORK
Registration Number:	2931544	ZOO YORK
Registration Number:	3049211	ZOO YORK
Registration Number:	3031696	ZOO YORK
Registration Number:	2976071	ZY
Registration Number:	2976072	ZY
Registration Number:	2951831	ZY

**CORRESPONDENCE DATA**

Fax Number: (917)262-3505

**900147390**

**TRADEMARK  
 REEL: 004095 FRAME: 0049**

**OP \$290.00 3177609**

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 917-262-1193  
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:	ZYLLC-IP HOLDINGS UNLTD
NAME OF SUBMITTER:	Gregg R. Donnenfeld, Esq.
Signature:	/gregg r. donnenfeld/
Date:	11/11/2009

**Total Attachments: 17**

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**UNITED STATES MASTER TRADEMARK ASSIGNMENT**

WHEREAS, YAKIRA, L.L.C., a limited liability company organized under the laws of the State of New Jersey having a place of business at 40 West 23rd Street, New York, NY 10010, ECKO.COMPLEX, LLC, a limited liability company organized under the laws of the State of New Jersey having a place of business at 40 West 23rd Street, New York, NY 10010, ZOO YORK LLC, a limited liability company organized under the laws of the State of New Jersey having a place of business at 40 West 23rd Street, New York, NY 10010, and ZOO YORK THC LLC, a limited liability company organized under the laws of the State of New Jersey having a place of business at 40 West 23rd Street, New York, NY 10010 (collectively, "Assignors"), are the owners of the United States trademark applications and registrations listed on Schedule A attached hereto (collectively, the "Marks");

WHEREAS, IP HOLDINGS UNLTD LLC, a limited liability company organized under the laws of the State of Delaware that was formerly known as "IP HOLDER, LLC", having a place of business at 1450 Broadway, New York, New York 10018 ("Assignee"), is desirous of acquiring the Marks and the goodwill associated therewith; and

WHEREAS, Assignors and Assignee have entered into a certain Contribution and Sale Agreement dated October 26, 2009 by and among the Assignors, Assignee and the other parties thereto (the "Definitive Agreement") pursuant to which, among other things, the parties hereto are to execute and deliver this United States Master Trademark Assignment in connection with the closing of the transactions contemplated thereunder.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignors hereby assign and transfer to Assignee all of Assignors' right, title and interest in and to the Marks, together with the goodwill of the business symbolized by

such Marks, and the right to sue for and take action with respect to past infringements. To the extent that any of the Marks are trademark applications filed on an intent-to-use basis for which there has not yet been a filing of a Statement of Use or an Amendment to Allege Use, the Assignors and Assignee agree and confirm that the assignment and transfer thereof is to a successor to the applicable portion of the business of the relevant Assignor to which such Marks pertain, which such business is ongoing and existing.

Assignors and Assignee agree that (a) this United States Master Trademark Assignment is subject to the terms and conditions of the Definitive Agreement, and (b) no representations and warranties are being provided by Assignors relating to the Marks, the transfer thereof or otherwise, other than as set forth in the Definitive Agreement, and all other representations and warranties are hereby disclaimed.

[Signature Pages Follow]

IN WITNESS WHEREOF, Assignors and Assignee have signed this Assignment this 30<sup>th</sup>  
day of October, 2009.

ASSIGNORS:

YAKIRA, L.L.C.

By: 

Name: Sean Gersching

Title: CEO

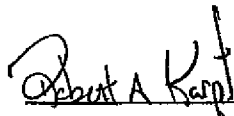
[U.S. Trademark Assignment Signature Page]

STATE OF New York )  
 ) ss.:  
COUNTY OF New York )

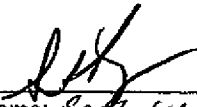
ACKNOWLEDGMENT

On this 3<sup>rd</sup> day of Oct., before me came Seth Gerszberg, who stated that he/she is the CEO of YAKIRA, L.L.C. and acknowledged that he/she executed the above instrument as the act and deed of YAKIRA, L.L.C. with full authority to do so.

**ROBERT A. KARPFF**  
Notary Public, State of New York  
No. 02KA6170099  
Qualified in New York County  
Commission Expires July 02, 2011

  
Notary Public

ECKO.COMPLEX, LLC

By:   
Name: Seth Gersdang  
Title: CEO

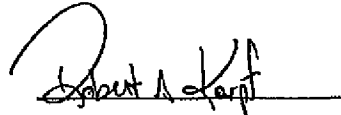
[U.S. Trademark Assignment Signature Page]

STATE OF New York )  
 ) ss.:  
COUNTY OF New York )

ACKNOWLEDGMENT

On this 30<sup>th</sup> day of Oct., before me came Seth Gerszberg, who stated that he/she is the CEO of ECKO.COMPLEX, LLC and acknowledged that he/she executed the above instrument as the act and deed of ECKO.COMPLEX, LLC with full authority to do so.

**ROBERT A. KARP**  
Notary Public, State of New York  
No. 02KA6170099  
Qualified in New York County  
Commission Expires July 02, 2011




Notary Public

[U.S. Trademark Assignment Signature Page]



ZOO YORK LLC

By:   
Name: Seth Gersberg  
Title: CEO

[U.S. Trademark Assignment Signature Page]

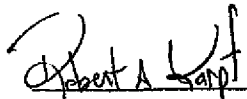
TRADEMARK  
REEL: 004095 FRAME: 0057

STATE OF New York )  
 ) ss.:  
COUNTY OF New York )

ACKNOWLEDGMENT

On this 3<sup>rd</sup> day of Oct., before me came Seth Gershteyn, who stated that he/she is the  
CEO of ZOO YORK LLC and acknowledged that he/she executed the above  
instrument as the act and deed of ZOO YORK LLC with full authority to do so.


**ROBERT A. KARP**  
Notary Public, State of New York  
No. 02KA6170099  
Qualified in New York County  
Commission Expires July 02, 2011

  
\_\_\_\_\_

Notary Public

[U.S. Trademark Assignment Signature Page]

ZOO YORK THC LLC

By:   
Name: Seth Weinstein  
Title: CEO

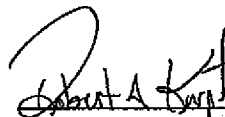
[U.S. Trademark Assignment Signature Page]

STATE OF New York )  
 ) ss.:  
COUNTY OF New York )

ACKNOWLEDGMENT

On this 30<sup>th</sup> day of Oct, before me came Seth Gerszberg, who stated that he/she is the  
CEO of ZOO YORK THC LLC and acknowledged that he/she executed the above  
instrument as the act and deed of ZOO YORK THC LLC with full authority to do so.

**ROBERT A. KARP**  
Notary Public, State of New York  
No. 02KA6170099  
Qualified in New York County  
Commission Expires July 02, 2011

  
\_\_\_\_\_  
Notary Public

[U.S. Trademark Assignment Signature Page]

ASSIGNEE:

IP HOLDINGS UNLTD LLC

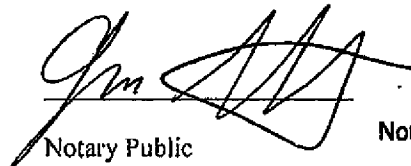
By: Andrew R. Tarshis  
Name: Andrew Tarshis  
Title: VP

{U.S. Trademark Assignment Signature Page}

STATE OF NY )  
 ) ss.:  
COUNTY OF NY )

ACKNOWLEDGMENT

On this 30<sup>th</sup> day of October, before me came Andrew Tarchis, who stated that he/she is the  
UP of IP HOLDINGS UNLTD LLC and acknowledged that he/she executed the  
above instrument as the act and deed of IP HOLDINGS UNLTD LLC with full authority to do  
so.



Notary Public

GARA MARINOFF  
Notary Public, State of New York  
No. 02MA6209808  
Qualified in New York County  
Commission Expires August 3, 2013

[U.S. Trademark Assignment Signature Page]

**SCHEDULE A**

**The Marks**

See attached.

**Yakira, LLC - IPCO**

Owner Trademark Report by Country  
 Country: US  
 Status: ACTIVE

Printed: 10/30/2009 Page 1

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>UNITED STATES</b>							
YAKI.0719	1972	1/29/1998	75/425,532	11/11/2003	2,782,093	REGISTERED	25
YAKI.0566	72	1/24/1998	75/425,370	12/9/2003	2,791,552	REGISTERED	25
YAKI.0724	CUT&SEW	3/22/2004	78/388,502	8/29/2006	3,136,581	REGISTERED	25
YAKI.0004	Double e Logo	12/31/2007	77/362,047			PENDING	35
YAKI.0011	Double e Logo	12/31/2007	77/362,041	2/24/2008	3,578,775	REGISTERED	25
YAKI.0010	Double e Logo	12/31/2007	77/362,036	2/24/2009	3,578,774	REGISTERED	18
YAKI.0001	Double e Logo with RED	12/31/2007	77/362,017			PENDING	18
YAKI.0727	ECKO FUNCTION	6/3/2003	78/257,913	8/2/2005	2,981,861	REGISTERED	25
YAKI.0565	ECKO UNLIMITED	1/29/1998	75/425,541	12/11/2001	2,516,030	REGISTERED	25
YAKI.0007	ECKO UNLTD.	7/2/2004	78/445,522			SUSPENDED	35
YAKI.0728	ECKO UNLTD.	1/29/1998	75/425,542	12/11/2001	2,516,031	REGISTERED	25
YAKI.0729	ECKO UNLTD.	12/15/2000	78/039,450	7/26/2005	2,978,103	REGISTERED	18
YAKI.0006	ECKO UNLTD.	9/4/2008	77/562,562			ALLOWED	03
YAKI.0705	ECKO UNLTD.	10/22/2003	78/316,884	8/22/2006	3,133,748	REGISTERED	09
YAKI.0703	ECKO.COMPLEX DENIM FOUNDRY (stylized)	3/19/2004	78/387,727	2/27/2007	3,212,201	REGISTERED	25
YAKI.0008	ECKORED	9/4/2008	77/562,571			ALLOWED	03
YAKI.0569	ECKORED	4/6/2000	76/019,587	7/26/2005	2,976,451	REGISTERED	25
YAKI.0702	EVERYBODY WANTS A PIECE OF ME (stylized)	3/22/2004	78/388,459	6/20/2008	3,105,912	REGISTERED	25
YAKI.0708	Heart with Needle Logo	3/22/2004	78/388,717	11/15/2005	3,015,050	REGISTERED	25
YAKI.0308	I AM UNLIMITED	9/18/2008	77/573,618			ALLOWED	25
YAKI.0307	I AM UNLIMITED	9/18/2008	77/573,608			ALLOWED	18
YAKI.0305	I AM UNLIMITED	9/18/2008	77/573,601			ALLOWED	03
YAKI.0026	MARC ECKO	11/13/2008	77/042,265			ALLOWED	03
YAKI.0701	MARC ECKO	12/15/2000	78/975,769	2/15/2005	2,927,076	REGISTERED	25
YAKI.0952	MARC ECKO	11/20/2008	77/618,579			PENDING	25
YAKI.0029	MARC ECKO MADE TO MEASURE	8/30/2007	77/268,473			ALLOWED	25
YAKI.0711	MARC ECKO NO. 72 TIMES SQUARE NEW YORK (stylized)	3/23/2004	78/388,885	10/17/2006	3,159,906	REGISTERED	25
YAKI.0710	MARC ECKO with scissors and stitching (stylized)	3/22/2004	78/975,995	12/13/2005	3,029,213	REGISTERED	25
YAKI.1044	Prescription Logo - version 1	1/15/2009	77/650,145			PENDING	25



REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<i>UNITED STATES continued . . .</i>							
YAKI.1045	Prescription Logo - version 2	1/15/2009	77/850,150			PENDING	25
YAKI.0584	RED	1/14/2005	78/548,089	5/1/2007	3,238,472	REGISTERED	18
YAKI.1037	RED	1/14/2005	78/548,086			OPPOSED	14
YAKI.0563	RED	1/14/2005	78/548,097	11/21/2008	3,175,652	REGISTERED	25
YAKI.0725	RED BY MARC ECKO	1/14/2005	78/548,117	11/13/2007	3,336,053	REGISTERED	25
YAKI.0556	RED BY MARC ECKO	1/14/2005	78/548,112	9/25/2007	3,298,909	REGISTERED	18
YAKI.0562	RED BY MARC ECKO	1/14/2005	78/548,109	11/20/2007	3,341,002	REGISTERED	14
YAKI.0709	RED BY MARC ECKO	1/14/2005	78/976,983	2/27/2007	3,213,557	REGISTERED	25
YAKI.0036	RED BY MARC ECKO	9/4/2008	77/562,576			ALLOWED	03
YAKI.0557	RED BY MARC ECKO	8/17/2007	77/257,928	4/15/2008	3,411,620	REGISTERED	25
YAKI.0037	Rhino Logo	7/1/2008	77/512,694			ALLOWED	03
YAKI.0559	Rhino Logo	10/22/2003	78/316,870	8/22/2006	3,133,747	REGISTERED	09
YAKI.0707	Rhino Logo	7/2/2004	78/445,519	10/17/2006	3,160,067	REGISTERED	35
YAKI.0717	Rhino Logo	8/28/2002	78/158,878	6/24/2003	2,729,329	REGISTERED	25
YAKI.0716	Rhino Logo	8/28/2002	78/158,725	9/28/2004	2,890,165	REGISTERED	25
YAKI.0706	Rhino Logo (Timex Group 1)	12/15/2000	78/039,457	7/26/2005	2,978,104	REGISTERED	09,14,18
YAKI.0558	Rhino Logo RED	6/10/2004	78/432,896	7/3/2007	3,259,139	REGISTERED	09
YAKI.0712	Rhino Logo RED	6/10/2004	78/432,908	10/23/2007	3,319,499	REGISTERED	18
YAKI.0560	Rhino Logo RED	6/10/2004	78/977,375	10/10/2006	3,155,281	REGISTERED	25
YAKI.0715	Rhino Logo UNLTD.	6/10/2004	78/432,946	6/10/2008	3,446,437	REGISTERED	09
YAKI.0661	Rhino Logo UNLTD.	6/10/2004	78/976,703	5/2/2006	3,088,851	REGISTERED	25
YAKI.0953	Rhino Logo UNLTD.	11/20/2008	77/618,554			PENDING	18
YAKI.0713	Rhino Logo UNLTD. (stacked)	6/10/2004	78/432,958	4/29/2008	3,419,777	REGISTERED	14
YAKI.0721	Scissors Logo	3/13/2007	77/129,203	12/4/2007	3,347,319	REGISTERED	25
YAKI.0047	Scissors Logo	4/10/2008	77/445,290	7/28/2009	3,661,729	REGISTERED	25
YAKI.1066	Scissors Skull Logo	8/25/2008	77/812,026			PENDING	25
YAKI.0704	Single e Logo	2/10/2005	78/564,532	8/14/2007	3,280,517	REGISTERED	18
YAKI.0722	Skull and Needles Logo	5/4/2007	77/173,273	1/1/2008	3,362,120	REGISTERED	25
YAKI.0700	UNLIMITED	10/24/2008	77/600,250			PENDING	25
YAKI.1051	UNLIMITED BY MARC ECKO	1/23/2009	77/855,331			ALLOWED	03
YAKI.0699	UNLTD.	10/24/2008	77/600,241			PENDING	25
YAKI.0311	WE ARE UNLIMITED	9/18/2008	77/573,636			ALLOWED	18
YAKI.0312	WE ARE UNLIMITED	9/18/2008	77/573,644			ALLOWED	25

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<i>UNITED STATES continued...</i>							
YAKI.0309	WE ARE UNLIMITED	9/18/2008	77/573,621			ALLOWED	03
YAKI.0723	WORLD FAMOUS RHINO BRAND	3/19/2004	78/387,577	9/18/2007	3,293,511	REGISTERED	18
YAKI.0714	WORLD FAMOUS RHINO BRAND	3/19/2004	78/976,042	12/6/2005	3,023,843	REGISTERED	25
YAKI.720	WORLD FAMOUS RHINO BRAND	3/19/2004	78/387,558	10/10/2006	3,154,801	REGISTERED	25
END OF REPORT						TOTAL ITEMS SELECTED =	66

Zoo York LLC - IPCO

Owner Trademark Report by Country  
 Status: ACTIVE

Printed: 10/30/2009 Page 1

REFERENCE#	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>UNITED STATES</b>							
ZLLC.0009	UNBREAKABLE	7/18/2002	78/145,226	11/28/2006	3,177,609	REGISTERED	25
ZLLC.0010	UNBREAKABLE	7/18/2002	78/145,252	11/2/2004	2,900,612	REGISTERED	28
ZLLC.0011	ZOO YORK	1/30/2002	78/105,844	2/21/2006	3,060,810	REGISTERED	09
ZLLC.0012	ZOO YORK	9/10/2002	78/162,470	3/1/2005	2,929,609	REGISTERED	25
ZLLC.0008	ZOO YORK	12/1/1993	74/464,494	10/17/1995	1,927,011	REGISTERED	25,28
ZLLC.0002	ZOO YORK	1/30/2002	78/105,841	3/8/2005	2,931,544	REGISTERED	18
ZLLC.0003	ZOOYORK (Graffiti Logo)	7/1/2004	78/444,932	1/24/2006	3,049,211	REGISTERED	28
ZLLC.0006	ZOOYORK (Graffiti Logo)	7/2/2004	78/445,143	12/20/2005	3,031,696	REGISTERED	25
ZLLC.0005	ZY Logo	5/12/2004	78/417,394	7/26/2005	2,976,071	REGISTERED	25
ZLLC.0004	ZY Logo	5/12/2004	78/417,479	7/26/2005	2,976,072	REGISTERED	28
ZLLC.0007	ZY Logo	5/12/2004	78/417,671	5/17/2005	2,951,831	REGISTERED	18

END OF REPORT

TOTAL ITEMS SELECTED = 11