

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
Fashion Shoe Licensing, LLC		11/05/2009	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Ace Opportunity Limited		
Street Address:	Gateway Tower 2		
Internal Address:	Suite 3003-04, 25 Canton Road		
City:	Kowloon		
State/Country:	HONG KONG		
Entity Type:	COMPANY: BRITISH VIRGIN ISLANDS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1228560	ALLURE	
Registration Number:	1495917	ALLURE	
CORRESPONDENCE DATA			
Fax Number:	(615)244-6804		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	615-850-8741		
Email:	rfelber@wallerlaw.com		
Correspondent Name:	Robert P. Felber, Jr.		
Address Line 1:	511 Union Street		
Address Line 2:	Suite 2700		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	024631.92477		
DOMESTIC REPRESENTATIVE			
Name:			

OP \$65.00 1228560

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**TRADEMARK
 REEL: 004099 FRAME: 0652**

Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Robert P. Felber, Jr.

Signature:

/ROBERT P. FELBER, JR./

Date:

11/19/2009

Total Attachments: 4

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**ASSIGNMENT OF TRADEMARKS,
ACCOMPANYING REGISTRATIONS AND GOODWILL**

Effective as of November 5, 2009 (the "Effective Date") and in accordance pursuant to the terms of that certain Asset Sale Agreement executed on even date herewith, **Fashion Shoe Licensing, LLC**, a Delaware limited liability company with offices located at 3333 New Hyde Park Road, New Hyde Park, New York 11042 ("Assignor"), does hereby sell, assign, transfer and set over to **Ace Opportunity Limited**, a British Virgin Islands company with offices at Gateway Tower 2, Suite 3003-04, 25 Canton Road, Kowloon, Hong Kong ("Assignee"), all of Assignor's rights, title and interest in and to the trademarks listed on Exhibit A attached hereto (collectively, the "Marks"), the registrations therefor, any renewals or extensions of such registrations, and all rights therein and thereto throughout the world, together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks.

IN WITNESS WHEREOF, the parties hereto have caused this assignment to be signed by an individual thereto duly authorized, all as of the Effective Date.

ASSIGNOR:

FASHION SHOE LICENSING, LLC

By:  _____

Name: Nahum G. Shar

Title: President

ASSIGNEE:

ACE OPPORTUNITY LIMITED

By:  _____

Name: David B. Graves, III


Title: Chief Executive Officer

EXHIBIT A

ALLURE Trademark Registrations and Applications

Canada					
Trademark	App. No.	Reg. No.	Reg. Date	Class/Goods	Status
ALLURE	555809	TMA332248	09/25/1987	25 (shoes)	Registered/ Renewed

China (PRC)					
Trademark	App. No.	Reg. No.	Reg. Date	Class/Goods	Status
ALLURE	93028854	707281	09/21/1994	25 (footwear)	Registered/ Renewed
女阿 娜	970054057	1204775	09/07/1998	25 (footwear)	Registered/ Renewed

Hong Kong					
Trademark	App. No.	Reg. No.	Reg. Date	Class/Goods	Status
	6321/88	1991/B2321	10/06/1998	25 (footwear)	Registered/ Renewed

Italy					
Trademark	App. No.	Reg. No.	Reg. Date	Class/Goods	Status
ALLURE	22782 C/88	542412	07/20/1988	25 (boots)	Registered/ Renewed

Spain					
Trademark	App. No.	Reg. No.	Reg. Date	Class/Goods	Status
ALLURE	1773059	1773059	07/19/1993	25 (footwear)	Registered/ Renewed

Taiwan					
Trademark	App. No.	Reg. No.	Reg. Date	Class/Goods	Status
ALLURE	039460	431469	02/16/1989	25 (boots, shoes)	Registered / Renewed


United States of America					
Trademark	App. No.	Reg. No.	Reg. Date	Class/Goods	Status
ALLURE	73311516	1228560	02/22/1983	25 (shoes)	Registered/ Renewed
	73694138	1495917	07/12/1988	25 (footwear)	Cancelled (Section 8) 04/18/2009

EXHIBIT B

Domain Name Registrations

Domain Name	Registration Owner	Created Date - Expiration Date	Website
<u>www.allureshoes.com</u>	Pentland Brands PLC, London, UK	10/01/1997 - 09/30/2010	Inactive