

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Fashion Footwear Association of New York, Inc. | | 12/09/2009 | CORPORATION: NEW YORK |
| RECEIVING PARTY DATA | | | |
| Name: | The Fashion Footwear Charitable Foundation of New York, Inc. | | |
| Street Address: | 1414 Avenue of the Americas | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10012 | | |
| Entity Type: | CORPORATION: NEW YORK | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77720811 | | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)245-3009 | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | |
| Phone: | 2125195192 | | |
| Email: | skaplan@kanekessler.com | | |
| Correspondent Name: | Susan S. Kaplan | | |
| Address Line 1: | 1350 Avenue of the Americas | | |
| Address Line 2: | Kane Kessler, P.C. | | |
| Address Line 4: | New York, NEW YORK 10019 | | |
| ATTORNEY DOCKET NUMBER: | 3040-1 | | |
| NAME OF SUBMITTER: | Susan S. Kaplan | | |
| Signature: | /susan s. kaplan/ | | |

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**TRADEMARK
 REEL: 004118 FRAME: 0471**

Date:

12/22/2009

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Fashion Footwear Association of New York, Inc., a New York corporation with offices at 1414 Avenue of the Americas, New York, NY 10012, United States of America (hereinafter the "ASSIGNOR") is the owner of the trademark(s) set forth on the attached Schedule "A", for which application(s) for registration have been filed in the United States Patent and Trademark Office as indicated on Schedule "A" (the "Trademarks");

WHEREAS, The Fashion Footwear Charitable Foundation of New York, Inc., a corporation organized and existing under the laws of the State of New York, with offices at 1414 Avenue of the Americas, New York, NY 10012, United States of America (hereinafter called the "ASSIGNEE") is desirous of acquiring all right, title and interest owned by ASSIGNOR in and to the Trademarks and the registrations thereof.

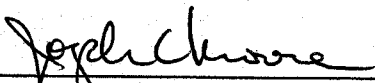
NOW, THEREFORE, in consideration of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors and assigns, all common law rights, title and interest in and to Trademarks, together with the goodwill connected with the use of and symbolized by the Trademarks and all applications and registrations related thereto. ASSIGNOR transfers and assigns the ongoing and existing businesses associated with the Trademarks and the goods and services related thereto.

It is hereby covenanted that ASSIGNOR has the full right to convey the entire interest herein assigned, and the ASSIGNOR has not executed and will not execute any agreement in conflict herewith, and ASSIGNOR further covenants and agrees that it will each time request is made and without delay execute and deliver all such papers as may be necessary or desirable to perfect the title to said Trademarks in said ASSIGNEE, its successors, assigns,

nominees or legal representatives, and ASSIGNOR agrees to communicate to said ASSIGNEE or to its nominees all known facts respecting said Trademarks, to testify in any legal proceedings, to sign all lawful papers, to execute all disclaimers and divisional, continuing, re-issue and foreign applications, to make all rightful oaths, and generally to do everything possible to aid said ASSIGNEE, its successors, assigns, nominees and legal representatives to obtain and enforce for its or their own benefit proper trademark protection for said Trademarks in any and all countries, all at the reasonable expense, however, of said ASSIGNEE, its successors, assigns, nominees or legal representatives.

IN WITNESS WHEREOF, ASSIGNOR has hereunto executed this instrument this 12/09/09 day of December 2009.

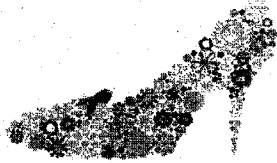
FASHION FOOTWEAR ASSOCIATION OF NEW YORK, INC.

By: 
Name: Joe Moore
Title: President

Schedule A

Trademark

Serial No.



(Miscellaneous design)

Serial No. 77/720,811