

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 |
| Yakira, L.L.C. | | 03/30/2010 | 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: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77790212 | ETERNAL UNLIMITED | |
| Serial Number: | 77790199 | ETERNAL UNLTD. | |
| Serial Number: | 77464951 | I AM THE AMERICAN DREAM | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (917)262-3505 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 917-262-1193 | | |
| Email: | greggd@ecko.com | | |
| Correspondent Name: | Gregg R. Donnenfeld, Esq. | | |
| Address Line 1: | c/o Marc Ecko Enterprises | | |
| Address Line 2: | 40 W. 23rd Street, 3rd Floor | | |
| Address Line 4: | New York, NEW YORK 10010 | | |
| NAME OF SUBMITTER: | Gregg R. Donnenfeld, Esq. | | |
| Signature: | /gregg r. donnenfeld/ | | |

OP \$90.00 77790212

900158451

TRADEMARK
REEL: 004177 FRAME: 0031

Date:

03/31/2010

Total Attachments: 2

source=3133_001#page1.tif

source=3133_001#page2.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made and entered into as of March 30, 2010, by and between Yakira, L.L.C., a New Jersey limited liability company with an address of 40 West 23rd Street, New York, NY 10010 ("Assignor") and IP Holdings Unltd LLC, a Delaware limited liability company with an address c/o Marc Ecko Enterprises, 40 West 23rd Street, New York, NY 10010 ("Assignee").

WHEREAS, Assignor is the owner of right, title and interest in the United States in and to the trademarks, including without limitation the applications for registration shown on Schedule A hereto, and the goodwill associated with the foregoing (the "Trademarks"); and

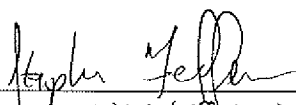
WHEREAS, Assignee is the successor to the portion of the ongoing and existing business of Assignor to which the Trademarks that are the subject of the intent-to-use applications pertain, and Assignee is desirous of acquiring all of Assignor's right, title and interest in and to the Trademarks.


NOW THEREFORE, for good and valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, all of Assignor's right, title and interest in and to the Trademarks, including, without limitation, all registrations and applications for registration therefor, together with the goodwill of the business symbolized by the Trademarks being assigned, the portion of the business of Assignor to which any intent-to-use applications set forth on Schedule A pertain, all causes of action for any and all past infringements of the rights being assigned, and the right to collect and retain any proceeds therefrom.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the date first set forth above.

ASSIGNOR:
YAKIRA, L.L.C.

ASSIGNEE:
IP HOLDINGS UNLTD LLC

By: 
Name: STEPHEN FEFFERMAN
Title: VP/AGC

By: 
Name: Corey Dennis, LLC
Title: Executive Vice President

SCHEDULE A

TRADEMARKS APPLICATIONS

| MARK | APP. NO. | FILING DATE | CLASS |
|----------------------------|------------|-------------|-------|
| ETERNAL UNLIMITED | 77/790,212 | 7/27/2009 | 25 |
| ETERNAL UNLTD | 77/790,199 | 7/27/2009 | 25 |
| I AM THE AMERICAN DREAM | 77/464,951 | 5/2/2008 | 25 |