

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
David & Young Co., Inc.		04/23/2010	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	David & Young Group Corp.		
<b>Street Address:</b>	901 Castle Road, Unit #2		
<b>City:</b>	Secaucus		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07094		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3167910	SOFTER THAN CASHMERE?	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(516)496-3869		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	516 496-3868		
Email:	susan@tb-iplaw.com		
Correspondent Name:	Susan Paik		
Address Line 1:	20 Crossways Park North, Suite 210		
Address Line 4:	Woodbury, NEW YORK 11797		
ATTORNEY DOCKET NUMBER:	197-6		
NAME OF SUBMITTER:	Susan Paik		
Signature:	/SP/		
Date:	04/23/2010		

OP \$40.00 3167910

**900160334**

**TRADEMARK  
 REEL: 004191 FRAME: 0268**

Total Attachments: 0

**THIS  
PAGE  
INTENTIONALLY  
LEFT  
BLANK**