

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
Raymond Debanne		07/22/2009	INDIVIDUAL: PANAMA
RECEIVING PARTY DATA			
Name:	Reem Holdings LLC		
Street Address:	730 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3655893	REEM	
Serial Number:	78502462	REEM ACRA	
Registration Number:	3191042	REEM ACRA	
Registration Number:	2731062	REEM ACRA NEW YORK	
CORRESPONDENCE DATA			
Fax Number:	(212)715-1399		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-715-1000		
Email:	trademarkdocketing@aporter.com		
Correspondent Name:	Louis S. Ederer		
Address Line 1:	399 Park Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	21328.002		
NAME OF SUBMITTER:	Alisa Cahan		

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**TRADEMARK
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Signature:	/Alisa Cahan/
Date:	05/17/2010
Total Attachments: 4 source=Raymond Debanne to Reem Holdings LLC#page1.tif source=Raymond Debanne to Reem Holdings LLC#page2.tif source=Raymond Debanne to Reem Holdings LLC#page3.tif source=Raymond Debanne to Reem Holdings LLC#page4.tif	

CONFIRMATORY TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made as of July 22, 2009, by and between Raymond Debanne, a citizen of Panama, with a residence at 10 Quail Road, Greenwich, CT 06831 (the "Assignor"), and Reem Holdings LLC, a limited liability company formed in accordance with the laws of Delaware (the "Assignee")..

WHEREAS, prior to the execution of this Assignment, Assignor and Assignee have executed an Agreement dated July 22, 2009 which provides, among other things, for the assignment of the Trademarks (as defined below), which assignment this Trademark Assignment is intended to confirm; and

WHEREAS, Assignor is the owner, on a worldwide basis, of all right, title and interest in and to the trademark REEM ACRA and variations thereof, including the trademarks and the corresponding registrations and/or applications for registration set forth on Exhibit 1 (collectively, the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

1) Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds to any such infringements, the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

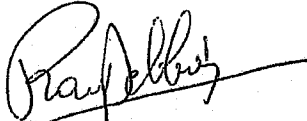
2) Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration set forth on Exhibit 1 to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks.

3) This Assignment shall be binding upon and inure to the benefit of Assignor and Assignee and their respective heirs, successors and assigns.

IN WITNESS WHEREOF, the parties hereto have executed this Confirmatory Trademark Assignment as of the date first above written.

ASSIGNOR:

Raymond Debbane



Raymond Debbane

STATE OF :

COUNTY OF :

On this 13 day of August, 2009, before me, a Notary Public in and for the State and County aforesaid, personally appeared Raymond Debbane, known by me to be the person of the above name, duly authorized to execute this Assignment and who signed and executed the foregoing instrument.

Given under my hand and seal of office this 13 day of August, 2009.

My commission expires:

Notary Public

Address



LILA BROWN-HORTON
NOTARY PUBLIC, STATE OF NEW YORK
NO. 01BR6176834
QUALIFIED IN BRONX COUNTY
COMMISSION EXP. NOVEMBER 05, 2011

ASSIGNEE:

Reem Holdings LLC

By: [Signature]

Name: REEM ACRA

Title: CEO

STATE OF :

COUNTY OF :

On this 20th day of APRIL, 2009¹⁰, before me, a Notary Public in and for the State and County aforesaid, personally appeared REEM ACRA, known by me to be the person of the above name and an officer of Reem Holdings LLC, duly authorized to execute this Assignment on behalf of Reem Holdings LLC, and who signed and executed the foregoing instrument on behalf of Reem Holdings LLC.

Given under my hand and seal of office this 20th day of APRIL, 2009¹⁰.

My commission expires:

JAN. 22, 2011

Robin L. Hodge

Notary Public

860 PUTNAM AVE.

Address B. KLYN 11221

ROBIN L. HODGE
Notary Public, State of New York
No. 01HO6159562
Qualified in Kings County
Commission Expires Jan. 22, 2011

TRADEMARK

REEL: 004207 FRAME: 0379

Exhibit 1

Trademark	Country	Class(es)	App. No.	Reg. No.
REEM	USA	3	78/502,460	3,655,893
REEM ACRA	USA	3, 8, 9, 20, 21, 24	78/502,462	N/A
REEM ACRA	USA	14, 18, 25, 35	78/504,705	3,191,042
REEM ACRA NEW YORK	USA	25	76/028,829	2,731,062
REEM ACRA	Bahrain	25	72569	N/A
REEM ACRA	Bahrain	35	72570	N/A
REEM ACRA	Canada	N/A	1236661	N/A
REEM ACRA	China	3	6866548	N/A
REEM ACRA	China	14	6866547	N/A
REEM ACRA	China	18	6866546	N/A
REEM ACRA	China	25	6866545	N/A
REEM ACRA	China	35	6866564	N/A
REEM ACRA	Egypt	25	224930	N/A
REEM ACRA	Egypt	35	224931	N/A
REEM	European Union	3	4423869	4423869
REEM ACRA	European Union	3, 14, 18, 24, 25, 35	4419024	4419024
REEM ACRA	Federation of Russia	3, 14, 18, 24, 25, 35	2007703628	359191
REEM ACRA	Hong Kong	25, 35	301186399	301186399
REEM ACRA	Israel	25	214292	N/A
REEM ACRA	Israel	35	214293	N/A
REEM ACRA	Japan	25, 35	2008-071362	5223442
REEM ACRA	Jordan	25	103913	N/A
REEM ACRA	Jordan	35	104225	N/A
REEM ACRA	Kuwait	25	83471	70161
REEM	Lebanon	3	109571	109571
REEM ACRA	Lebanon	3, 14, 18, 20, 24, 25, 35	101933	101913
REEM ACRA	Palestine (Gaza Strip)	25	13082	N/A
REEM ACRA	Palestine (Gaza Strip)	35	13083	N/A
REEM ACRA	Qatar	25	54399	N/A
REEM ACRA	Qatar	35	54732	N/A
REEM ACRA	Saudi Arabia	25	136455	N/A
REEM ACRA	Saudi Arabia	35	136456	N/A
REEM ACRA	South Korea	25, 35	2008-3588	N/A
REEM ACRA	Sudan	25	39701	N/A
REEM ACRA	Sudan	35	39702	N/A
REEM ACRA	Syria	25	11713	N/A
REEM ACRA	Syria	35	11714	N/A
REEM ACRA	Tunisia	25, 35	EE08.2416	N/A
REEM ACRA	Turkey	3, 14, 18, 25, 35	2008/42163	N/A
REEM ACRA	United Arab Emirates	25	68920	77878
REEM ACRA	United Arab Emirates	35	68921	N/A
REEM ACRA	West Bank	25	15409	N/A
REEM ACRA	West Bank	35	15410	N/A
REEM ACRA	Yemen	25	45933	N/A
REEM ACRA	Yemen	35	45934	N/A

TRADEMARK

RECORDED: 05/17/2010

REEL: 004207 FRAME: 0380