

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
DJR Holdings, LLC		05/27/2010	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Unirush, LLC		
Street Address:	10625 Techwoods Circle		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45242		
Entity Type:	LIMITED LIABILITY COMPANY: OHIO		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3773617	UNIRUSH	
Registration Number:	2821696		
Registration Number:	3779593		
Registration Number:	2826230	RUSHCARD	
CORRESPONDENCE DATA			
Fax Number:	(212)798-6902		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-326-0875		
Email:	mshine@pryorcashman.com		
Correspondent Name:	Brad D. Rose		
Address Line 1:	7 Times Square		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	05527.00015		
NAME OF SUBMITTER:	Brad D. Rose		

CH \$115.00 3773617

Signature:	/Brad D. Rose/
Date:	06/04/2010
Total Attachments: 4 source=DJR UNIRUSH Assign#page1.tif source=DJR UNIRUSH Assign#page2.tif source=DJR UNIRUSH Assign#page3.tif source=DJR UNIRUSH Assign#page4.tif	

ASSIGNMENT OF TRADEMARK

This Agreement (hereinafter the "Agreement") is made effective as of MAY 21, 2010 (hereinafter the "Effective Date") by and between DJR Holdings, LLC, a limited liability company organized under the laws of the state of New York, with a principal place of business at 512 Seventh Avenue, 43rd Floor, New York, New York 10018 (hereinafter the "ASSIGNOR") on the one hand, and Unirush, LLC, a limited liability company organized under the laws of the state of Ohio, with a principal place of business at 10625 Techwoods Circle, Cincinnati, Ohio 45242 (hereinafter the "ASSIGNEE"), on the other hand;

WHEREAS, ASSIGNOR owns the trademark registrations (collectively, "Registrations") for the subject marks (Collectively, the "Marks") (the Registrations and Marks are hereinafter collectively referred to as the "Property") set forth on Schedule A attached hereto;

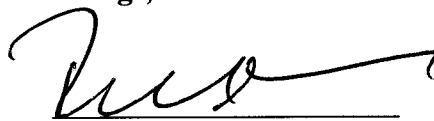
WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of its right, title and interest in, to and under such Property;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns, transfers and conveys to ASSIGNEE, its successors, assigns and legal representatives forever, ASSIGNOR's entire right, title and interest in and to such Property throughout the world in perpetuity, together with the goodwill associated therewith and that part of the ASSIGNOR's business connected with the use thereof and symbolized thereby, and any and all of ASSIGNOR's other rights, privileges and priorities provided under the United

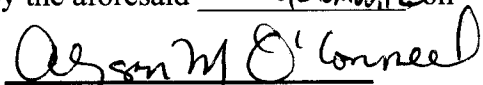
States, state or foreign law with respect to the Property including without limitation ASSIGNOR's common law rights and rights under the laws of unfair competition (hereinafter the "Transferred Rights") and any and all of ASSIGNOR's rights to obtain renewals, reissues, and extensions for such Property or other legal protections pertaining to the Transferred Rights.

[Signature page follows, remainder of page intentionally left blank]

DJR Holdings, LLC

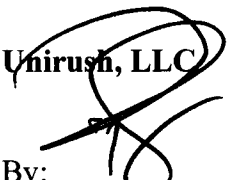
By: 
 Print Name: Richard Stomach
 Title: manager

STATE OF New York)
 COUNTY OF New York) SS:


Sworn to and subscribed before me by the aforesaid Richard Stomach on
 this 27 day of May, 2010.

 Notary Public

My Commission Expires: _____

ALLYSON M. O'CONNELL
 NOTARY PUBLIC-STATE OF NEW YORK
 No. 01OC6139960
 Qualified in Nassau County
 My Commission Expires January 17, 2014

Unirush, LLC

 By: _____
 Print Name: Russell Simmons
 Title: Co. CEO



STATE OF New York)
 COUNTY OF New York) SS:

Sworn to and subscribed before me by the aforesaid Russell Simmons on
 this 27 day of May, 2010.

 Notary Public

My Commission Expires: _____

ALLYSON M. O'CONNELL
 NOTARY PUBLIC-STATE OF NEW YORK
 No. 01OC6139960
 Qualified in Nassau County
 My Commission Expires January 17, 2014

SCHEDULE A

<u>Mark</u>	<u>Class</u>	<u>Reg. No. / App. No.</u>	<u>Reg. Date</u>
UNIRUSH	36	3,773,617	April 6, 2010
MISCELLANEOUS DESIGN	9	2,821,696	March 9, 2004
			
MISCELLANEOUS DESIGN	36	3,779,593	April 20, 2010
			
RUSHCARD	9	2,826,230	March 23, 2004