

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bank of America, N.A. (successor by merger to LaSalle Retail Finance, a division of LaSalle Business Credit, LLC, as agent for Standard Federal Bank National Association)		10/29/2010	National Association:

RECEIVING PARTY DATA

Name:	Urban Brands, Inc.
Street Address:	100 Metro Way
City:	Secaucus
State/Country:	NEW JERSEY
Postal Code:	07094
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	2046868	ASHLEY STEWART
Registration Number:	2266303	GREAT WOMEN OF STYLE
Registration Number:	2747468	URBAN BRANDS
Registration Number:	3076982	ASHLEY STEWART
Serial Number:	76330074	ASHLEY STEWART

CORRESPONDENCE DATA

Fax Number: (212)697-1559
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (212) 696-6140
 Email: trademark@curtis.com
 Correspondent Name: Michael R. Graif
 Address Line 1: 101 Park Avenue

OP \$140.00 2046868

Address Line 2: Curtis, Mallet-Prevost, Colt & Mosle LLP
Address Line 4: New York, NEW YORK 10178

ATTORNEY DOCKET NUMBER:	031075.0107
NAME OF SUBMITTER:	Michael R. Graif
Signature:	/Michael R. Graif/
Date:	10/29/2010

Total Attachments: 3
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TERMINATION OF TRADEMARK AND
TRADEMARK APPLICATIONS SECURITY AGREEMENT

WHEREAS, Urban Brands, Inc., a Delaware corporation ("Debtor"), with its principal executive office at 100 Metro Way, Secaucus, New Jersey, and certain of its indirect subsidiaries granted a security interest in and lien upon certain trademarks and related rights to Bank of America, N.A. (as successor-by-merger to LaSalle Retail Finance, a division of LaSalle Business Credit, LLC, as agent for Standard Federal Bank National Association) ("Secured Party") as set forth in that certain Trademark and Trademark Applications Security Agreement, dated December 9, 2004, by Debtor in favor of Secured Party (the "Security Agreement");

WHEREAS, an executed copy of the Security Agreement was recorded in the United States Patent and Trademark Office on February 28, 2005 at Reel 3050 Frame 0176;

WHEREAS, Debtor has requested that Secured Party release and reassign its interest in the Debtor's trademarks, trademark applications, service marks, registered service marks, service mark applications, and the related goodwill of the business symbolized thereby, including without limitation those more fully identified in Schedule A attached hereto and incorporated herein by reference (the "Trademark Collateral");

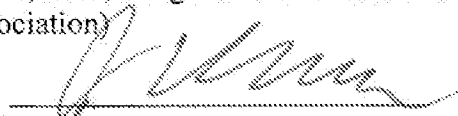
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Secured Party hereby:

1. Releases and reassigns to Debtor any and all liens, security interests, right, title and interest of Secured Party pursuant to the Security Agreement in the Trademark Collateral more fully without recourse or representation or warranty, express or implied, of any kind;
2. Agrees that any power of attorney or similar rights granted by Debtor to Secured Party pursuant to or in connection with the Security Agreement is terminated; and
3. Authorizes and requests that the United States Patent and Trademark Office note and record the existence of the release hereby given.

[Signature page follows next.]

IN WITNESS WHEREOF, Secured Party has caused this Termination of Trademark and Trademark Applications Security Agreement to be executed as of the date first-written above.

BANK OF AMERICA, N.A. (as successor by merger to LaSalle Retail Finance, a Division of LaSalle Business Credit, LLC, as agent for Standard Federal Bank National Association)

By: 
Name: Joseph Escher
Title: Managing Director

SCHEDULE A
TO
TERMINATION OF TRADEMARK AND
TRADEMARK APPLICATIONS SECURITY AGREEMENT

Trademark/Service Mark Registrations

<u>OWNER</u>	<u>TRADEMARK</u>	<u>REGISTRATION NUMBER</u>	<u>REGISTRATION DATE</u>
Urban Brands, Inc.	100% GIRLS	2,298,918	12/17/99
Urban Brands, Inc.	100% KIDS	2,165,349	6/16/98
Urban Brands, Inc.	100% KIDS	2,184,264	8/25/98
Urban Brands, Inc.	ASHLEY STEWART	2,438,806	3/27/01
Urban Brands, Inc.	ASHLEY STEWART	2,046,868	3/25/97
Urban Brands, Inc.	GREAT WOMEN OF STYLE	2,266,303	8/3/99
Urban Brands, Inc.	MARIANNE	2,548,888	3/19/02
Urban Brands, Inc.	THE M LOOK AND DESIGN	2,615,171	9/3/02
Urban Brands, Inc.	URBAN BRANDS, INC.	2,747,468	8/5/03

Trademark Applications

<u>OWNER</u>	<u>MARK</u>	<u>SERIAL NUMBER</u>	<u>FILING DATE</u>
Urban Brands, Inc.	ASHLEY STEWART	75/982,187	5/15/01
Urban Brands, Inc.	ASHLEY STEWART	76/330,074	10/25/01