

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
CAT3, LLC		02/18/2011	LIMITED LIABILITY COMPANY: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
Name:	Emily1975, LLC		
Street Address:	475 Tenth Avenue		
Internal Address:	Ninth Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Serial Number:	85233254	HOLTON	
Serial Number:	77573648	EMILY HOLTON	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(212)465-0704		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	GreggD@ecko.com		
Correspondent Name:	Gregg Donnenfeld, Esq.		
Address Line 1:	475 Tenth Avenue		
Address Line 2:	Ninth Floor		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	HOLTON		
NAME OF SUBMITTER:	Gregg Donnenfeld		
Signature:	/gregg donnenfeld/		

OP \$65.00 85233254

**900184877**

**TRADEMARK**  
**REEL: 004486 FRAME: 0015**

Date:

02/24/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, CAT3, LLC ("Assignor"), a New Jersey limited liability company with an address c/o Marc Ecko Enterprises at 40 West 23<sup>rd</sup> Street, New York, NY 10010 owns the marks HOLTON and EMILY HOLTON and the trademark holdings therefor as set forth on Exhibit A (collectively, the "Trademarks");

WHEREAS, Assignor desires to assign the Trademarks (including without limitation all common law rights therein and applications therefor) to Emily1975, LLC ("Assignee"), a New Jersey limited liability company with an address c/o Marc Ecko Enterprises at 475 Tenth Avenue, 9<sup>th</sup> Floor, New York, NY 10018; and

WHEREAS, Assignee is successor in interest to the ongoing and existing business of Assignor as it relates to the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's rights, title and interest throughout the world in and to the Trademarks (including without limitation all common law rights therein and applications therefor), together with all associated good will.

February 18, 2011

CAT3, LLC

By: \_\_\_\_\_

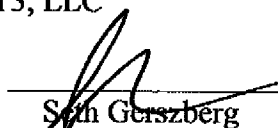
  
Seth Gerszberg  
Chief Executive Officer

Exhibit A

1. HOLTON: U.S. App. No. 85/233,254
2. EMILY HOLTON: U.S. App. No. 77/573,648