

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Jessie and d lila LLC		08/19/2011	LIMITED LIABILITY COMPANY: NEW YORK

RECEIVING PARTY DATA

Name:	HSBC Bank USA, National Association
Street Address:	452 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10018-2706
Entity Type:	National Association: UNITED STATES

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2093751	ENYCE
Registration Number:	3473620	ENYCE
Registration Number:	3325682	ENYCE
Registration Number:	3143636	ENYCE
Registration Number:	2351411	ENYCE
Registration Number:	3321380	EE ENYCE
Registration Number:	3330324	RSRV
Registration Number:	3402586	RSRV

CORRESPONDENCE DATA

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900201054

**TRADEMARK
 REEL: 004614 FRAME: 0426**

CH \$215.00 2093751

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ATTORNEY DOCKET NUMBER: 270963-1197

NAME OF SUBMITTER: andrea bromfeld

Signature: /andrea bromfeld/

Date: 08/31/2011

Total Attachments: 2
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TRADEMARK ASSIGNMENT FOR SECURITY

WHEREAS, Jessie and d lila LLC, a New York limited liability company having a mailing address at 1710 Broadway, New York, New York 10019 (“Borrower”), has adopted, used and is using the marks shown in the attached Schedule A (the “Marks”), for which there are registrations or applications in the United States Patent and Trademark Office under the numbers shown in the attached Schedule A; and

WHEREAS, Borrower is obligated to HSBC Bank USA, National Association (“HSBC”) pursuant to (i) a certain Term Loan Agreement (the “Loan Agreement”), dated the date hereof, among Borrower and HSBC, (ii) a certain Trademark Collateral Security Agreement, dated the date hereof, made by Borrower in favor of HSBC, and (iii) a Continuing General Security Agreement, dated the date hereof, made by Borrower in favor of HSBC (as each may be amended, modified, restated or supplemented from time to time, collectively, the “Agreements”); and

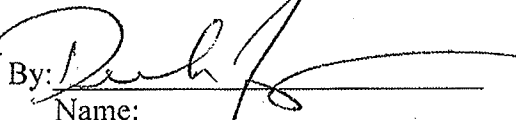
WHEREAS, pursuant to the Agreements, Borrower has granted to HSBC a security interest in the Marks, the goodwill of the business symbolized by the Marks, and the registrations and applications therefor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Borrower does hereby assign unto HSBC and grant to HSBC a security interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and registrations and applications therefor, which assignment and security interest shall secure all the Obligations as defined in the Agreements and in accordance with the terms and provisions thereof.

Borrower expressly acknowledges and affirms that the rights and remedies of HSBC with respect to the assignment and security interest granted hereby are more fully set forth in the Agreements.

Dated: August 19, 2011
New York, New York

JESSIE AND D LILA LLC

By: 
Name:
Title:

SCHEDULE A

Schedule A to Trademark Assignment for Security dated August 19, 2011, by and between Borrower and HSBC Bank USA, National Association.

<u>Mark</u>	<u>Registration Number</u>
ENYCE	2,093,751
ENYCE	3,473,620
ENYCE	3,325,682
ENYCE	3143636
ENYCE and Design	2,351,411
ENYCE Logo Design (copyright)	VA 925-915
ENYCE Logo Design (copyright)	VA-925-915
Lady ENYCE Logo	3,321,380
RSRV Logo	3,330,324
RSRV W/STYLIZED "E" LOGO	3,402,586