

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	MEMORANDUM AND NOTICE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
KC Exclusive, Inc.		09/19/2011	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HSBC Bank USA, N.A.		
<b>Street Address:</b>	660 South Figueroa Street, Suite 800		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90017		
<b>Entity Type:</b>	National Association: UNITED STATES		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85248859	LOVE PEACE HOPE	
<b>Serial Number:</b>	85248841	ZENANA OUTFITTERS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(949)720-0182		
<b>Phone:</b>	(949) 224-6291		
<b>Email:</b>	trademark@buchalter.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Farah P. Bhatti, Esq.		
<b>Address Line 1:</b>	18400 Von Karman Avenue, Suite 800		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92612		
<b>ATTORNEY DOCKET NUMBER:</b>	H7188-0004		
<b>NAME OF SUBMITTER:</b>	Farah P. Bhatti, Esq.		
<b>Signature:</b>	/Farah P. Bhatti/		

CH \$65.00 85248859

900202745

**TRADEMARK**  
 REEL: 004627 FRAME: 0651

Date:

09/22/2011

**Total Attachments: 3**

source=Executed Memorandum and Notice of Security Interest in IP - 9-19-11#page1.tif

source=Executed Memorandum and Notice of Security Interest in IP - 9-19-11#page2.tif

source=Executed Memorandum and Notice of Security Interest in IP - 9-19-11#page3.tif

**MEMORANDUM AND NOTICE OF SECURITY INTEREST  
IN INTELLECTUAL PROPERTY**

September 19, 2011

KC EXCLUSIVE, INC., a California corporation ("Assignor"), whose address is 1100 S. San Pedro Street, #M7-12, Los Angeles, California 90015, hereby acknowledges that it has granted to HSBC BANK USA, N.A. ("Assignee"), whose address is 660 South Figueroa Street, Suite 800, Los Angeles, California 90017, a security interest in and to all of Assignor's right, title and interest in and to the trademarks and trademark registrations and applications therefor which are identified on Exhibit A attached hereto and herein incorporated by this reference owned by Assignor (the "Trademarks"), together with the goodwill and assets of the business, as set forth in the Agreement (as defined below), and all actions for infringement concerning the foregoing.

The terms and conditions of the aforementioned security interest are contained in that certain Loan and Security Agreement, dated as of September 19, 2011 (the "Agreement"), by and between the Assignor and Assignee, among others, as security for the Obligations as set forth in the Agreement and other agreements referred to therein. Nothing contained in this Memorandum and Notice of Security Interest in Intellectual Property shall be construed as a present or absolute assignment of any of the collateral nor as limiting any interest which Assignee may have in any other collateral described in the Agreement or otherwise. All capitalized terms used but not defined herein shall have the meanings ascribed thereto in the Agreement.

[Signature page to follow.]

IN WITNESS WHEREOF, the undersigned has duly executed this document as of the date first set forth above.

**KC EXCLUSIVE, INC.,**  
a California corporation


By:   
Name: Steve Seok Jun Choi  
Its: President

EXHIBIT A  
TRADEMARKS

<b>No.</b>	<b>Status/Liens</b>	<b>Owner</b>	<b>Trademark</b>	<b>Reg. No./ Serial No.</b>	<b>Reg. Date/ File Date</b>
1	Registered.	KC Exclusive, Inc. dba Zenana	L♥VE PEACE H♥PE	85-248,859	02/22/11
2	Registered.	KC Exclusive, Inc. dba Zenana	Zenana Outfitters	85-248,841	02/22/11

Exhibit A

BN 9800951v1

RECORDED: 09/22/2011

**TRADEMARK**  
**REEL: 004627 FRAME: 0655**