

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Grant of Security Interest		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Seven Licensing Company LLC		04/19/2012	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Rosenthal & Rosenthal of California, Inc.		
Street Address:	21700 Oxnard Street		
City:	Woodland Hills		
State/Country:	CALIFORNIA		
Postal Code:	91367		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78980129	SEVEN 7	
Serial Number:	78980088	SEVEN 7	
CORRESPONDENCE DATA			
Fax Number:	2125646219		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212) 947-7200		
Email:	jdougherty@nationalcorp.com		
Correspondent Name:	Joseph Dougherty		
Address Line 1:	National Corporate Research		
Address Line 2:	10 E 40th Street, 10th Fl		
Address Line 4:	New York, NEW YORK 11106		
ATTORNEY DOCKET NUMBER:	N350771		
NAME OF SUBMITTER:	Carolyn A. Camacho		

OP \$65.00 78980129

Signature:	/Carolyn A. Camacho/
Date:	04/20/2012
Total Attachments: 3 source=Seven TM#page2.tif source=Seven TM#page3.tif source=Seven TM#page4.tif	

SECURITY INTEREST

WHEREAS, SEVEN LICENSING COMPANY LLC, a limited liability company formed under the laws of California, located at 801 S. Figueroa St., Suite 2500, Los Angeles, CA 90017 (the "Company"), has adopted, used and is using the marks and patents annexed hereto as Schedule A (the "Collateral"), and

WHEREAS, The Company is obligated to Rosenthal & Rosenthal, Inc. (the "Lender") located at 1370 Broadway, New York, New York 10018, pursuant to a certain Intellectual Property Security Agreement in U.S. Trademarks, Patents and Licenses dated January 4, 2008 (as the same may have been amended) made by the Company in favor of the Lender ("Intellectual Property Security Agreement"); and

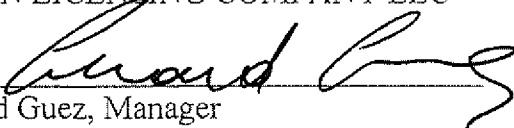
WHEREAS, pursuant to the Intellectual Property Security Agreement, the Company is granting to the Lender a security interest in the Collateral, together with the good will of the business symbolized by the Collateral;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Company does hereby grant to the Lender a security interest in and to the Collateral, together with the good will of the business symbolized by the Collateral, which security interest shall secure all the Obligations as defined in the Intellectual Property Security Agreement and in accordance with the terms and provisions thereof.

The Company expressly acknowledges and affirms that the rights and remedies of the Lender with respect to the security interest granted hereby are more fully set forth in the U.S. Intellectual Property Security Agreement.

Dated: April 19, 2012

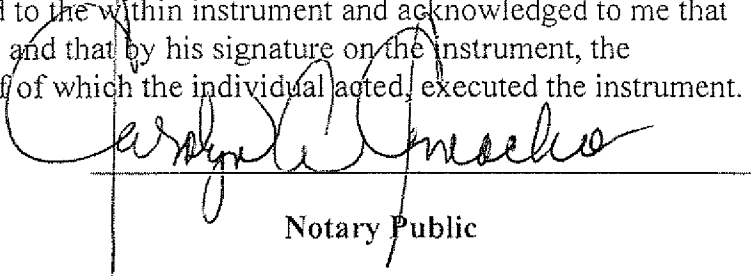
SEVEN LICENSING COMPANY LLC

By 
Gerard Guez, Manager

STATE OF New York)
 : ss.:
COUNTY OF New York)

On April 19, 2012 before me, the undersigned, personally appeared GERARD GUEZ, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

CAROLYN A. CAMACHO
NOTARY PUBLIC, State of New York
No. 01CA6148806
Qualified in Richmond County
Commission Expires December 20, 2015


Notary Public

SCHEDULE A

(Trademarks and Domain Names in the United States)

	<u>Trademark</u>	<u>Serial/Reg. No.</u>	<u>Class</u>
	SEVEN7 (Stylized)	78980129	25
	SEVEN7	78980088	25