

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
97060 CANADA INC.		05/25/2012	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	NYL BRAND HOLDINGS LLC		
Street Address:	1412 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3331885	N.Y.L.	
Registration Number:	2243108	N.Y.L. SPORT	
Registration Number:	3116417	N.Y.L. NEW YORK LAUNDRY	
Registration Number:	3209479	X-TREME MOVES	
CORRESPONDENCE DATA			
Fax Number:	3102015219		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	310-201-5240		
Email:	jlarkin@seyfarth.com		
Correspondent Name:	Joan Kupersmith Larkin		
Address Line 1:	2029 Century Park East, Suite 3500		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	64883-000001		
NAME OF SUBMITTER:	Joan Kupersmith Larkin		

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Signature:	/Joan Kupersmith Larkin/
Date:	05/30/2012
Total Attachments: 1 source=ASSIGNMENT2#page1.tif	

EXHIBIT 7

ASSIGNMENT OF TRADEMARKS

ASSIGNMENT

WHEREAS, 97060 CANADA INC., a Canadian corporation having an office and a principal place of business at 1400 Broadway, Suite 400, New York, NY 10018 (referred to herein as "97060") is the owner of certain trademarks registered with the United States Patent and Trademark Office; and

WHEREAS, NYL BRAND HOLDINGS LLC, a New York limited liability company, with a principal place of business located at 1412 Broadway, New York, NY 10018 (referred to herein as "NYLB"), pursuant to a certain Asset Purchase Agreement dated as of May 24, 2012, is acquiring said certain trademarks filed with the United States Patent and Trademark Office and Internationally; and

WHEREAS, 97060 is desirous of transferring to NYLB the following marks set forth as follows (the "Trademarks"):

U.S. Reg. Nos. 3331885; 2243108; 3116417; and 3209479; and CTM Registration No. 004103883

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, 97060 has assigned, effective May 25, 2012 (the "Effective Date"), unto NYLB, its successors and assigns, all of its right, title and interest in and to the above referenced Trademarks, together with the goodwill symbolized by the Trademarks and all rights and remedies for any infringement of the Trademarks. 97060 further assigns to NYLB, its successors and assigns, all rights arising out of 97060's use of the Trademarks prior to the date of this Assignment. e

IN WITNESS WHEREOF, 97060 has caused this Assignment to be executed this 25 e day of May, 2012.

97060 CANADA INC.

By: _____
Name: _____
Title: _____

[Handwritten Signature]
[Handwritten Name: J. Press]
[Handwritten Title: President]

EXH 7-1

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