

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PENNY LANE IP, LLC		02/10/2012	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	The Binn Group LLC		
Street Address:	c/o Muchnick Golieb & Golieb, PC		
Internal Address:	200 Park Avenue South, Suite 1700		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85544732	DU JOUR	
Serial Number:	85538442	GATSBY	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	jarrod.weber@kattenlaw.com		
Correspondent Name:	Katten Muchin Rosenman LLP/ Jarrod Weber		
Address Line 1:	575 Madison Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	382182-00002		
NAME OF SUBMITTER:	Jarrod Weber		
Signature:	/jarrod weber/		
Date:	08/14/2012		
Total Attachments: 1 source=Trademark Change of Name#page1.tif			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective as of February 10, 2012 (the "Effective Date").

WHEREAS, PENNY LANE IP, LLC, a limited liability company organized under the laws of the State of New York, having a place of business c/o Muchnick Golieb & Golieb, PC, 200 Park Ave South, Suite 1700, New York, NY 10003 ("Assignor") is the owner of certain right, title, and interest in and to:

- (i) The mark DU JOUR;
 - (ii) U.S. Trademark Application Serial No. 85/544,732 for the mark DU JOUR in International Classes 16 and 41;
 - (iii) The mark GATSBY;
 - (iv) U.S. Trademark Application Serial No. 85/538,442 for the mark GATSBY in International Classes 16 and 41;
- (all of (i) - (iv) above, collectively and individually, the "Marks"); and
- (v) all the goodwill associated with the Marks.

WHEREAS, THE BINN GROUP LLC, a limited liability company organized and existing under the laws of the State of New York, having a principal place of business at c/o Muchnick Golieb & Golieb, PC, 200 Park Ave South, Suite 1700, New York, NY 10003 ("Assignee"), is desirous of acquiring the Marks and the goodwill in the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business symbolized thereby and/or associated therewith. To the extent this Assignment concerns and/or involves marks that are the subject of intent-to-use applications under §1(b) of the U.S. Trademark Act, 15 U.S.C. Section 1051(b), for which Statements of Use have not yet been filed in the U.S. Patent and Trademark Office, this Assignment is to a successor to the business of the Assignor or to a successor to the segment and/or portion of the Assignor's business to which such marks specifically pertain.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by its duly authorized officers as of the Effective Date first written above.

PENNY LANE IP, LLC

By _____

Name: *Jason Binn*
Title: *Manager*

THE BINN GROUP LLC

By _____

Name: *Jason Binn*
Title: *CEO*