

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Release of Security Interest

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
ISRAEL DISCOUNT BANK OF NEW YORK		03/28/2013	Bank: UNITED STATES

**RECEIVING PARTY DATA**

Name:	B(r)and Matter, LLC
Street Address:	1065 Avenue of the Americas
Internal Address:	Suite 1705
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 50**

Property Type	Number	Word Mark
Registration Number:	1780391	ELLEN TRACY
Registration Number:	2845458	CARIBBEAN JOE
Registration Number:	2845660	HAVANA JACK'S CAFE
Registration Number:	3154498	JAMAICA BAY
Registration Number:	3088001	JAMAICA BAY
Registration Number:	3096056	
Registration Number:	3096057	
Registration Number:	3083238	
Registration Number:	3199184	
Registration Number:	3032684	
Registration Number:	3032685	
Registration Number:	4035248	CARIBBEAN JOE ISLAND SUPPLY CO.
Registration Number:	3673744	CARIBBEAN JOE ISLAND SUPPLY CO.

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Registration Number:	3931350	CARIBBEAN JOE ISLAND SUPPLY CO.
Registration Number:	3673746	CARIBBEAN JOE ISLAND SUPPLY CO.
Registration Number:	3928857	CARIBBEAN JOE ISLAND SUPPLY CO.
Registration Number:	3673747	CARIBBEAN JOE ISLAND SUPPLY CO.
Registration Number:	3917393	CARIBBEAN JOE ISLAND SUPPLY CO.
Registration Number:	3677211	CARIBBEAN JOE ISLAND SUPPLY CO.
Registration Number:	4016218	CARIBBEAN JOE ISLAND SUPPLY CO.
Registration Number:	3112534	ELLEN TRACY
Registration Number:	3450763	HAVANA JACK'S CAFE
Registration Number:	3399348	CARIBBEAN JOE
Registration Number:	3670940	LA CABANA
Registration Number:	3173187	IN FOCUS
Registration Number:	3232933	TRACY ELLEN TRACY
Registration Number:	2863810	ELLEN TRACY
Registration Number:	3143638	HAVANA JACK'S CAFE
Registration Number:	3118576	DNA IT'S IN YOUR GENES
Registration Number:	3112291	CJ BLUE
Registration Number:	2860812	LA CABANA
Registration Number:	2688367	COMPANY ELLEN TRACY
Registration Number:	2699958	LINDA ALLARD ELLEN TRACY
Registration Number:	3101187	JAMAICA BAY
Registration Number:	3009211	DISCOVER PARADISE
Registration Number:	3009212	DISCOVER PARADISE
Registration Number:	3083232	DISCOVER PARADISE
Registration Number:	3058062	
Registration Number:	2936196	PERISCOPE
Serial Number:	76569131	
Serial Number:	77222376	ISLAND WINDS
Serial Number:	77246970	BORN BAREFOOT
Serial Number:	77325625	CARIBBEAN JOE ISLAND SUPPLY CO.
Serial Number:	77325799	CARIBBEAN JOE ISLAND SUPPLY CO.
Serial Number:	77325937	CARIBBEAN JOE ISLAND SUPPLY CO.
Serial Number:	77325978	CARIBBEAN JOE ISLAND SUPPLY CO.
Serial Number:	77326090	CARIBBEAN JOE ISLAND SUPPLY CO.
Serial Number:	77326116	CARIBBEAN JOE ISLAND SUPPLY CO.

**TRADEMARK**

**REEL: 004993 FRAME: 0272**

	77330177	SUGAR REEF
Serial Number:	77432050	

**CORRESPONDENCE DATA**

Fax Number: 8004947512  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 2023704761  
Email: tfahey@nationalcorp.com  
Correspondent Name: Thomas Fahey  
Address Line 1: 1100 G Street NW, Suite 420  
Address Line 2: National Corporate Research, Ltd.  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	F144120
NAME OF SUBMITTER:	ANDREW NASH
Signature:	/ANDREW NASH/
Date:	03/29/2013

**Total Attachments: 5**  
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**RELEASE OF SECURITY INTEREST IN TRADEMARKS**

March 28, 2013

**WHEREAS**, B@and Matter, LLC, a Delaware limited liability company, also referenced as Brand Matter, LLC and B(R)and Matter, LLC from time to time in the United States Patent and Trademark Office records (the "Grantor"), among others, granted a security interest (the "Security Interest") in and lien upon certain Trademarks and related rights to Israel Discount Bank of New York, as collateral agent (the "Secured Party"), as set forth in that certain Grant of a Security Interest in Trademarks dated April 9, 2008 by the Grantor in favor of the Secured Party (as amended, amended and restated, restated, supplemented or otherwise modified and in effect from time to time, the "Trademark Security Agreement"), which was recorded with the United States Patent and Trademark Office on April 15, 2008, at Reel 03759, Frame 0837.

**WHEREAS**, the indebtedness secured by the Security Interest has been paid in full, and the Grantor has requested that the Secured Party release and reassign to Grantor its interest in all Trademarks, including those identified in **Schedule A** hereto and made a part hereof, together with, among other things, the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, the Trademark Licenses (as defined in the Security Agreement), and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (together, the "Collateral"); and

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, the Secured Party hereby agrees as follows:

A. Definitions. Unless otherwise defined herein, terms used in this release have the meanings provided in the Trademark Security Agreement.

B. Release of Security Interest. The Secured Party hereby releases, terminates and discharges all liens and the Security Interest, hereby waives and relinquishes all its rights, powers, privileges and remedies with respect to Grantor and its successors and assigns in association with the Security Interest, and hereby releases Grantor and its successors and assigns from all covenants, obligations, liabilities and warranties in association with the Security Interest in the Collateral.

C. Power of Attorney. The Secured Party agrees that any power of attorney or similar rights granted by the Grantor to the Secured Party with respect to the Collateral, including to those Trademarks identified in **Schedule A**, pursuant to or in connection with the Trademark Security Agreement is terminated.

D. No Recourse. This Release is without any representation, warranty or recourse of any kind.

E. Recordation of Release. The Secured Party authorizes and requests that the United States Patent and Trademark Office note and record the existence of the release hereby given.

[Signature page follows]

IN WITNESS WHEREOF, Secured Party has caused this Release of Security Interest in Trademarks to be executed by its duly authorized officer as of the date above first written.

SECURED PARTY:

ISRAEL DISCOUNT BANK OF NEW YORK, as  
collateral agent

By: 

Name: James M. Morton







Title: First Vice President


By: 


Name: David J. Herzog

Title: First Vice President

**SCHEDULE A**  
TO  
RELEASE OF SECURITY INTEREST IN TRADEMARKS

No.	Word Mark	App. No.	Reg. No.	App. Date	Reg. Date	Owner
1.	ELLEN TRACY	74326572	1780391	10/28/1992	7/6/1993	B@and Matter, LLC
2.	CARIBBEAN JOE	76275113	2845458	6/21/2001	5/25/2004	B@and Matter, LLC
3.	HAVANA JACK'S CAFE	76374007	2845660	2/21/2002	5/25/2004	B@and Matter, LLC
4.	JAMAICA BAY	76542053	3154498	8/22/2003	10/10/2006	B@and Matter, LLC
5.	JAMAICA BAY	76542054	3088001	8/22/2003	5/2/2006	B@and Matter, LLC
6.		76560155	3096056	10/29/2003	5/23/2006	B@and Matter, LLC
7.		76560168	3096057	10/29/2003	5/23/2006	B@and Matter, LLC
8.		76560169	3083238	10/29/2003	4/18/2006	B@and Matter, LLC
9.		76560172	3199184	10/29/2003	1/16/2007	B@and Matter, LLC
10.		76560173	3032684	10/29/2003	12/20/2005	B@and Matter, LLC
11.		76560174	3032685	10/29/2003	12/20/2005	B@and Matter, LLC
12.	CARIBBEAN JOE ISLAND SUPPLY CO.	77325599	4035248	11/9/2007	10/4/2011	B@and Matter, LLC
13.	CARIBBEAN JOE ISLAND SUPPLY CO.	77325613	3673744	11/9/2007	8/25/2009	B@and Matter, LLC
14.	CARIBBEAN JOE ISLAND SUPPLY CO.	77325639	3931350	11/9/2007	3/15/2011	B@and Matter, LLC
15.	CARIBBEAN JOE ISLAND SUPPLY CO.	77325918	3673746	11/9/2007	8/25/2009	B@and Matter, LLC
16.	CARIBBEAN JOE ISLAND SUPPLY CO.	77326040	3928857	11/9/2007	3/8/2011	B@and Matter, LLC
17.	CARIBBEAN JOE ISLAND SUPPLY CO.	77326051	3673747	11/9/2007	8/25/2009	B@and Matter, LLC

No.	Word Mark	App. No.	Reg. No.	App. Date	Reg. Date	Owner
18.	CARIBBEAN JOE ISLAND SUPPLY CO.	77330194	3917393	11/15/2007	2/8/2011	B®and Matter, LLC
19.	CARIBBEAN JOE ISLAND SUPPLY CO.	77330907	3677211	11/15/2007	9/1/2009	B®and Matter, LLC
20.	CARIBBEAN JOE ISLAND SUPPLY CO.	77331268	4016218	11/16/2007	8/23/2011	B®and Matter, LLC
21.	ELLEN TRACY	78169120	3112534	9/30/2006	7/4/2006	B®and Matter, LLC
22.	HAVANA JACK'S CAFÉ	78336590	3450763	12/4/2003	6/17/2008	B®and Matter, LLC
23.	CARIBBEAN JOE	78336621	3399348	12/4/2003	3/18/2008	B®and Matter, LLC
24.	LA CABANA	78336779	3670940	12/5/3002	8/18/2009	B®and Matter, LLC
25.	IN FOCUS	78574553	3173187	2/24/2005	11/21/2006	B®and Matter, LLC
26.	TRACY ELLEN TRACY	78859553	3232933	4/12/2006	4/24/2007	B®and Matter, LLC
27.	ELLEN TRACY	78975375	2863810	9/30/2002	7/13/2004	B®and Matter, LLC
28.	HAVANA JACK'S CAFÉ	78977243	3143638	12/4/2003	9/12/2006	B®and Matter, LLC
29.	DNA IT'S IN YOUR GENES	75549507	3118576	9/8/1998	7/25/2006	B®and Matter, LLC
30.	CJ BLUE	76374006	3112291	2/21/2002	7/4/2006	B®and Matter, LLC
31.	LA CABANA	76374008	2860812	2/21/2002	7/6/2004	B®and Matter, LLC
32.	COMPANY ELLEN TRACY	76384974	2688367	3/20/2002	2/18/2003	B®and Matter, LLC
33.	LINDA ALLARD ELLEN TRACY	76385069	2699958	3/20/2002	3/25/2003	B®and Matter, LLC
34.	JAMAICA BAY	76556875	3101187	9/12/2003	6/6/2006	B®and Matter, LLC
35.	DISCOVER PARADISE	76556876	3009211	9/12/2003	10/25/2005	B®and Matter, LLC
36.	DISCOVER PARADISE	76556877	3009212	9/12/2003	10/25/2005	B®and Matter, LLC
37.	DISCOVER PARADISE	76556878	3083232	9/12/2003	4/18/2006	B®and Matter, LLC
38.		76560160	3058062	10/29/2003	2/7/2006	B®and Matter, LLC
39.	PERISCOPE	78336793	2936196	12/5/2003	3/29/2005	B®and Matter, LLC
40.		76569131		12/3/2003		B®and Matter, LLC
41.	ISLAND WINDS	77222376		7/5/2007		B®and Matter, LLC
42.	BORN BAREFOOT	77246970		8/3/2007		B®and Matter, LLC
43.	CARIBBEAN JOE ISLAND SUPPLY CO.	77325625		11/9/2007		B®and Matter, LLC
44.	CARIBBEAN JOE ISLAND SUPPLY CO.	77325799		11/9/2007		B®and Matter, LLC
45.	CARIBBEAN JOE ISLAND SUPPLY CO.	77325937		11/9/2007		B®and Matter, LLC

No.	Word Mark	App. No.	Reg. No.	App. Date	Reg. Date	Owner
46.	CARIBBEAN JOE ISLAND SUPPLY CO.	77325978		11/9/2007		B&M Matter, LLC
47.	CARIBBEAN JOE ISLAND SUPPLY CO.	77326090		11/9/2007		B&M Matter, LLC
48.	CARIBBEAN JOE ISLAND SUPPLY CO.	77326116		11/9/2007		B&M Matter, LLC
49.	SUGAR REEF.	77330177		11/15/2007		B&M Matter, LLC
50.		77432050		3/26/2008		B&M Matter, LLC