

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Arbor Packaging Inc.		11/18/2004	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	Frank Salacuse
Street Address:	20533 Biscayne Boulevard
City:	Aventura
State/Country:	FLORIDA
Postal Code:	33180
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	2159135	SOUTH BEACH
Registration Number:	2167793	SOUTH BEACH
Registration Number:	2207366	SOUTH BEACH

CORRESPONDENCE DATA	
Fax Number:	(212)805-9432
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212.801.2108
Email:	kongtcheun@gtlaw.com
Correspondent Name:	Paul J. Sutton
Address Line 1:	200 Park Avenue
Address Line 2:	Greenberg Traurig, LLP
Address Line 4:	New York, NEW YORK 10166

ATTORNEY DOCKET NUMBER:	0708-7568
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NAME OF SUBMITTER:	Paul J. Sutton
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Total Attachments: 2
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ASSIGNMENT OF MARKS

THIS ASSIGNMENT made as of the 31st day of July, 2002, by and between ARBOR PACKAGING INC., a New York Corporation, located at 2005 Merrick Road, Merrick, New York 11566, ("ASSIGNOR") and FRANK SALACUSE, a Florida resident, at 20533 Biscayne Boulevard, Aventura, Florida 33180, ("ASSIGNEE").

WITNESSETH:

WHEREAS, ASSIGNOR is the sole and exclusive owner of rights in and to the marks SOUTH BEACH (the "Marks"), including, but not limited to, the registrations and applications for registration for the Marks identified more fully in the attached Schedule A, and further is the sole and exclusive owner of all business goodwill related thereto;


WHEREAS, ASSIGNEE desires to acquire all rights, title and interest in and to the Marks and all business goodwill related therewith, with respect to all of the goods listed in the registrations and applications (hereinafter the "Goods"), and the right to the exclusive use of the marks for all such Goods; and

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

1. Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of TEN DOLLARS (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto ASSIGNEE the full and exclusive entire right, title and interest in, to and under the Marks, for all the Goods and the business goodwill associated therewith, including, without limitation, all renewals thereof, all proceeds therefrom (including, but not limited to, all license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, and the good will of the business associated with and symbolized by the Marks and the registrations and applications identified in Schedule A, hereto.

IN WITNESS WHEREOF, this ASSIGNMENT has been duly authorized, executed and is effective as of the day and year first above written.

ARBOR PACKAGING INC.

By: 
Frank Salacuse, President

Dated: November 18, 2004

SCHEDULE A

SOUTH BEACH

COUNTRY	APPLICATION NO.	REGISTRATION NO.
<i>US</i>	<i>74/424,095</i>	<i>2,159,135</i>
<i>US</i>	<i>74/370,619</i>	<i>2,167,793</i>
<i>US</i>	<i>74/424,096</i>	<i>2,207,366</i>