

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Sweets in the City, LLC		12/28/2004	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	it's Sugar! LLC		
<b>Street Address:</b>	6 Glenville Street		
<b>City:</b>	Greenwich		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06831		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78604058	IT'S SUGAR!	
<b>Serial Number:</b>	78496677	IT'S SUGAR!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(860)275-0343		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	860-275-0589		
<b>Email:</b>	ptomail@dbh.com		
<b>Correspondent Name:</b>	Barb Villandry, Day, Berry & Howard		
<b>Address Line 1:</b>	CityPlace 1		
<b>Address Line 4:</b>	Hartford, CONNECTICUT 06103		
<b>ATTORNEY DOCKET NUMBER:</b>	036344-00050		
<b>NAME OF SUBMITTER:</b>	Barb Villandry		
<b>Signature:</b>	/Barb Villandry/		

CH \$65.00 78604058

Date:

10/13/2005

Total Attachments: 2

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# Delaware

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*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "SWEETS IN THE CITY, LLC", CHANGING ITS NAME FROM "SWEETS IN THE CITY, LLC" TO "IT'S SUGAR! LLC", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF DECEMBER, A.D. 2004, AT 4:24 O'CLOCK P.M.



3850809 8100

040946002

*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 3583301

DATE: 12-29-04

TRADEMARK  
REEL: 003182 FRAME: 0167

**CERTIFICATE OF AMENDMENT  
TO  
CERTIFICATE OF FORMATION  
OF  
SWEETS IN THE CITY, LLC**

It is hereby certified that:

1. The name of the limited liability company (hereinafter called the "limited liability company") is Sweets in the City, LLC.
2. The certificate of formation of the limited liability company is hereby amended by striking out Article FIRST thereof and by substituting in lieu of said Article the following new Article:

"FIRST: The name of the limited liability company is: it's Sugar! LLC".

**IN WITNESS WHEREOF**, the undersigned, an authorized person of the Company, has signed this Certificate of Amendment on behalf of the limited liability company this 17<sup>th</sup> day of December, 2004.

  
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Jeffrey Rubin  
President and Manager