

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
Mr. Jordi F. Verite		03/16/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Rocco Donna Holding, LLC		
Street Address:	345 Ocean Drive		
Internal Address:	Unit 1105		
City:	Miami Beach		
State/Country:	FLORIDA		
Postal Code:	33139		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76613931	ROCCO DONNA	
CORRESPONDENCE DATA			
Fax Number:	(305)728-7563		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(305) 789-9263		
Email:	fpal@fowler-white.com		
Correspondent Name:	Fabian Pal, Esq.		
Address Line 1:	1395 Brickell Avenue		
Address Line 2:	14th Floor		
Address Line 4:	Miami, FLORIDA 33131		
ATTORNEY DOCKET NUMBER:	69570-FP		
NAME OF SUBMITTER:	Fabian Pal		
Signature:	/Fabian Pal/		

OP \$40.00 76613931

Date:

03/22/2006

Total Attachments: 2

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ASSIGNMENT

This Assignment ("ASSIGNMENT") dated as of March 16th, 2006 (the "EFFECTIVE DATE") is being made by and between JORDI F. VERITE, a Florida resident having offices at 168 S.E. 1st St., 3rd Floor, Miami, FL 33131 (the "ASSIGNOR"), and ROCCO DONNA HOLDING, LLC, a Florida limited liability company having offices at 345 Ocean Dr., Unit 1105, Miami Beach, FL 33139 (the "ASSIGNEE").

WHEREAS, Assignor has adopted, used, is using and is the owner of the trademark "ROCCO DONNA" with Serial No. 76613931 (the "Mark").

WHEREAS, Assignor has acquired goodwill associated with and symbolized by said Mark and has not abandoned the same;

WHEREAS, Assignee is desirous of acquiring all rights, title and interest in and to the Mark throughout the world; and

WHEREAS, Assignor is willing to assign to Assignee all rights, title and interest as Assignor may possess in and to the Mark throughout the world.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor makes the following assignment:

ASSIGNMENT

a. Assignor hereby assigns to Assignee all of Assignor's rights, title and interest in and to the Mark throughout the world, together with the goodwill symbolized by said Mark, the application for registration of the Mark, and all other rights appurtenant thereto, including, but not limited to, all common law rights in and to the Mark, all trade name rights appurtenant thereto and the right to recover for past infringement of the Mark throughout the world to have and to hold the same unto Assignee, its successors and assigns, for and during the existence of the rights and all renewals thereof.

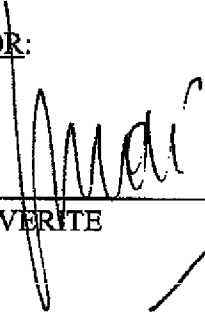
b. At any time, and from time to time hereafter, Assignor shall forthwith, upon Assignee's written request and at the Assignee's expense, take any and all steps to execute, acknowledge and deliver to Assignee any and all further instruments and assurances necessary or expedient in order to vest the aforesaid rights in Assignee and to facilitate Assignee's enjoyment and enforcement of said rights and causes of action.



c. Assignor hereby constitutes and appoints Assignee as Assignor's true and lawful attorney in fact, with full power of substitution in Assignor's name and stead, to take any and all steps, including proceedings at law, in equity or otherwise, to execute, acknowledge and deliver any and all instruments and assurances necessary or expedient in order to vest or perfect the aforesaid rights and causes of action more effectively in Assignee or to protect the same or to enforce any claim or right of any kind with respect thereto. This includes, but is not limited to, any rights with respect to the Mark that may have accrued in Assignor's favor from the respective date of first use of the Mark to the Effective Date of this Assignment. Assignor hereby declares that the foregoing power is coupled with an interest and as such is irrevocable.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the Effective Date first set forth above.

ASSIGNOR:



JORDI F. VERITE

STATE OF FLORIDA)
) ss:
COUNTY OF MIAMI-DADE)

The foregoing instrument was acknowledged before me this 16th day of March, 2006 by Jordi F. Verite who is personally known to me or who has produced Florida Drivers License as identification.



Notary Public, STATE OF FLORIDA

Print name: Ziloe Suarez

My Commission Expires:

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Ziloe Suarez
My Commission DD244994
Expires September 01 2007