

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	04/03/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
LION LICENSING LTD.		04/03/2006	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Jones Investment Co. Inc.
Street Address:	200 West 9th Street Plaza
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2844079	A LINE

**CORRESPONDENCE DATA**

Fax Number: (212)921-5370  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212 642-3867  
 Email: kb@jny.com  
 Correspondent Name: Katherine Blaukopf  
 Address Line 1: 1411 Broadway  
 Address Line 2: 39th Floor Legal Department  
 Address Line 4: New York, NEW YORK 19801

NAME OF SUBMITTER:	Robin Mandell
Signature:	/robin mandell/
Date:	04/03/2006

CH \$40.00 2844079

Total Attachments: 2

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## ASSIGNMENT

This ASSIGNMENT from LION LICENSING LTD., a Delaware company with an address of 200 West Ninth Street Plaza, Suite 700, Wilmington, DE 19801 (“Lion Licensing” or “Assignor”), to JONES INVESTMENT CO. INC., a Delaware corporation with an address of 200 West 9th Street Plaza Wilmington, DE 19801 (“Assignee”), is entered into and effective as of the date first written below.

### WITNESSETH

WHEREAS, Assignor owns all right, title and interest in and to the following United States trademark registration, including the goodwill of the business in connection with which the mark is used and which is symbolized by the mark (the “Registration”):

Mark	Registration Number
A LINE	2,844,079

WHEREAS, Assignee desires to acquire from Assignor, and Assignor is willing to assign to Assignee, any and all of Assignor’s right, title and interest in and to the Registration, including the goodwill of the business in connection with which the mark is used and which is symbolized by the mark, together with the right to recover for any past, present and future infringements and violations thereof;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, the entire right, title and interest in and to the Registration, including the goodwill of the business in connection with which the mark is

used and which is symbolized by the mark, together with the right to recover for past, present and future infringements and violations thereof.

Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, it and its legal representatives and assigns shall undertake all lawful acts, including the execution of papers and the giving of testimony, that may be necessary or desirable for maintaining, renewing or enforcing the Registration.

Assignor represents and warrants that it has not granted and will not grant to others any rights inconsistent with the rights granted herein.

This Assignment shall inure to the benefit of Assignee and its successors, assigns, and legal representatives, and shall be binding upon Assignor and its officers, employees, successors, assigns, related entities, and legal representatives.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment, through a duly authorized representative.

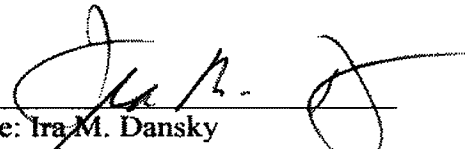
LION LICENSING LTD.

Dated: April 3, \_\_\_\_\_, 2006

By:   
Name: Ira M. Dansky  
Title: President

**ACKNOWLEDGED AND ACCEPTED:**

JONES INVESTMENT CO. INC.

By:   
Name: Ira M. Dansky  
Title: President