

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ruff Ryders Entertainment, Inc.		01/30/2007	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ruff Ryders Merchandising, Inc.		
<b>Street Address:</b>	33 South Broadway		
<b>City:</b>	Yonkers		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10701-3706		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2355392	R	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)395-6115		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(310) 395-6100		
<b>Email:</b>	williamjseiter@seiterandco.com		
<b>Correspondent Name:</b>	William J. Seiter		
<b>Address Line 1:</b>	220 26th Street, Suite 202		
<b>Address Line 4:</b>	Santa Monica, CALIFORNIA 90402		
<b>NAME OF SUBMITTER:</b>	William J. Seiter		
<b>Signature:</b>	/wjs/		
<b>Date:</b>	01/30/2007		
<b>Total Attachments: 1</b> source=Trademark Assignment - R Logo#page1.tif			

OP \$40.00 2355392

TRADEMARK ASSIGNMENT

WHEREAS, RUFF RYDERS ENTERTAINMENT, INC., having its address at 33 South Broadway, Yonkers, New York 10701-3706 ("Assignor") is the owner of the following trademark (the "Mark"):



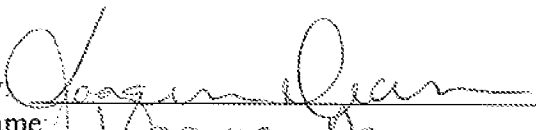
, under U.S. Trademark Registration No. 2355392;

WHEREAS, Assignor desires to assign all of its right, title and interest in and to the Mark effective as of January 10, 2007, to RUFF RYDERS MERCHANDISING, INC., a New York corporation ("Assignee"), having a principal place of business at 33 South Broadway, Yonkers, New York 10701-3706.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Mark and the aforementioned trademark registration, together with the goodwill of the business associated with and symbolized by the Mark.

IN WITNESS WHEREOF, Assignor has executed this Assignment effective as of January 10, 2007.

RUFF RYDERS ENTERTAINMENT, INC.

By:   
Name: Jason Dean  
Title: CEO