

**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>
Danilo 'R, Inc.		11/01/2006	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Poleci Holdings LLC		
<b>Street Address:</b>	1400 Broadway, 23rd Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2373366	POLECI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)391-4556		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2127301900		
<b>Email:</b>	aedwards@ssghlaw.com		
<b>Correspondent Name:</b>	SilverbergStonehillGoldsmith &Haber PC		
<b>Address Line 1:</b>	111 West 40th Street, 33rd Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10018		
<b>NAME OF SUBMITTER:</b>	Robert Stonehill		
<b>Signature:</b>	/Robert Stonehill/		
<b>Date:</b>	04/03/2007		
<b>Total Attachments: 1</b>			
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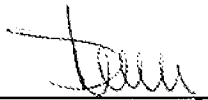
**ASSIGNMENT OF TRADEMARK**


**FOR AND IN CONSIDERATION** of the sum of one dollar and other good and valuable consideration the receipt of which is hereby acknowledged that Danilo 'R, Inc. DBA Poleci Corporation (The "Assignor"), a corporation, having an office at 929 South Broadway, 2<sup>nd</sup> Floor Los Angeles California 90015, hereby sells, assigns, transfers and sets over unto Poleci Holdings LLC, all of the Assignor's rights, title and interest in and to the name and mark, "Poleci", and the goodwill and business symbolized by said name and trademark, registered in the United States Patent and Trademark Office bearing the Registration No. 2373366, and all causes of action and claim for damages therefore, free and clear of all liens and encumbrances, if any.

**IN WITNESS WHEREOF**, the Assignor has signed this Assignment as of the 1<sup>st</sup> day of November 2006.

DANILO R' INC.

BY:

  
\_\_\_\_\_  
Name and Title of Officer Signing  
Danilo 'R, Inc.

  
**LAURA SZKAPIAK**  
Notary Public of New Jersey  
Commission Expires 7/22/2009