

**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>
Generation Next Inc.		07/01/2008	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Federal Jeans Inc.		
<b>Street Address:</b>	1385 Broadway		
<b>Internal Address:</b>	4th FL		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2536956	Y.O.Y.O.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(516)432-7016		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	516-889-9353		
<b>Email:</b>	bkrasner@bdklaw.net		
<b>Correspondent Name:</b>	Bennett D. Krasner, Esq.		
<b>Address Line 1:</b>	1233 Beech Street #49		
<b>Address Line 4:</b>	Atlantic Beach, NEW YORK 11509		
<b>NAME OF SUBMITTER:</b>	Bennett D. Krasner		
<b>Signature:</b>	/Bennett D. Krasner/		
<b>Date:</b>	07/07/2008		

Total Attachments: 1

**900110661**

**TRADEMARK  
 REEL: 003810 FRAME: 0902**

**OP \$40.00 2536956**



Assignment of Trademark/Service mark

**WHEREAS**, Generation Next, Inc., a New York corporation, having its principal offices at 1385 Broadway, 4<sup>th</sup> FL, New York, NY 10018, has adopted, used, is using and is the owner of the following trademark now registered in the United States Patent and Trademark Office:

Mark: Y.O.Y.O.  
Registration No.: 2536956  
Registration Date: February 5, 2002; and

**WHEREAS**, Federal Jeans Inc., a New York corporation, having its principal offices at 1385 Broadway, 4<sup>th</sup> FL, New York, NY 10018, is desirous of acquiring said registered trademark,

**NOW, THEREFORE**, in consideration of the sum of Ten and 00/100 dollars (\$10.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, Generation Next, Inc. hereby assigns to Federal Jeans Inc., all right, title and interest in the United States and throughout the world, in and to said trademark together with the goodwill of the business symbolized by said trademark and the registration thereof.

Signed at New York, New York, this 1<sup>st</sup> day of July, 2008.

Generation Next, Inc.,  


By: Eyal Ben Yosef  
Title: President

Acknowledgment

STATE OF NEW YORK  
COUNTY OF NEW YORK ss:

On the 1<sup>st</sup> day of July, 2008, before me, the undersigned notary public, personally appeared Eyal Ben Yosef, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

  
Notary Public

My commission expires 8/10/09

BENNETT D. KRASNER  
Notary Public, State of New York  
No. 4904071  
Qualified in Nassau County  
Commission Expires August 10, 2009