

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
Bareco, Inc.		06/16/2009	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	BareWeb, Inc.		
Street Address:	17 Mileed Way		
City:	Avenel		
State/Country:	NEW JERSEY		
Postal Code:	07001		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2580906	BARE NECESSITIES	
Registration Number:	2580803	BARE NECESSITIES	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	jweiss@frosszelnick.com		
Correspondent Name:	Susan Upton Douglass		
Address Line 1:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 2:	866 United Nations Plaza		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	BARE 0904137		
NAME OF SUBMITTER:	Susan Upton Douglass		
Signature:	/joanna weiss/		

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TRADEMARK

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REEL: 004070 FRAME: 0374

Date:

09/29/2009

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Bareco, Inc., a corporation organized and existing under the laws of the State of New Jersey, located at 179-181 Meeker Avenue, Newark, NJ 07114 ("Assignor"), is the owner of the trademarks listed in the attached schedule hereto (hereinafter, the "Trademarks"); and WHEREAS, BareWeb, Inc., a corporation organized and existing under the laws of the State of Delaware, located at 17 Mileed Way, Avenel, NJ 07001 ("Assignee"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified registrations therefore, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Bareco, Inc.

By: 

Name: Irwin Wrubel

Title: President

Date of Signature: 06-16-09

SCHEDULE OF MARKS

Trademark	Status/Status Date	Full Goods/Services	Reg. No.	Our Reference
BARE NECESSITIES	Registered 8 & 15 September 4, 2007	(Int'l Class: 35) Retail store services featuring intimate apparel	2,580,906	BARE 0107267
BARE NECESSITIES	Registered 8 & 15 September 4, 2007	(Int'l Class: 35) Retail store services via a global computer network and computerized on-line retail services featuring intimate apparel	2,580,803	BARE 0004555

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