

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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|------------------------------|-------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | SECURITY INTEREST |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-----------------------|----------|----------------|-------------------------------------|
| Jessie and d lila LLC | | 08/19/2011 | LIMITED LIABILITY COMPANY: NEW YORK |

RECEIVING PARTY DATA

| | |
|------------------------|-------------------------------------|
| Name: | HSBC Bank USA, National Association |
| Street Address: | 452 Fifth Avenue |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10018-2706 |
| Entity Type: | National Association: UNITED STATES |

PROPERTY NUMBERS Total: 8

| Property Type | Number | Word Mark |
|----------------------|---------|-----------|
| Registration Number: | 2093751 | ENYCE |
| Registration Number: | 3473620 | ENYCE |
| Registration Number: | 3325682 | ENYCE |
| Registration Number: | 3143636 | ENYCE |
| Registration Number: | 2351411 | ENYCE |
| Registration Number: | 3321380 | EE ENYCE |
| Registration Number: | 3330324 | RSRV |
| Registration Number: | 3402586 | RSRV |

CORRESPONDENCE DATA

Fax Number: (212)479-6275
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2124796115
 Email: abromfeld@cooley.com
 Correspondent Name: Cooley LLP

900201054

**TRADEMARK
 REEL: 004614 FRAME: 0426**

CH \$215.00 2093751

Address Line 1: 1114 Avenue of The Americas
Address Line 2: 46 Floor Room 46-07
Address Line 4: New York, NEW YORK 10036-7798

ATTORNEY DOCKET NUMBER: 270963-1197

NAME OF SUBMITTER: andrea bromfeld

Signature: /andrea bromfeld/

Date: 08/31/2011

Total Attachments: 2
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TRADEMARK ASSIGNMENT FOR SECURITY

WHEREAS, Jessie and d lila LLC, a New York limited liability company having a mailing address at 1710 Broadway, New York, New York 10019 (“Borrower”), has adopted, used and is using the marks shown in the attached Schedule A (the “Marks”), for which there are registrations or applications in the United States Patent and Trademark Office under the numbers shown in the attached Schedule A; and

WHEREAS, Borrower is obligated to HSBC Bank USA, National Association (“HSBC”) pursuant to (i) a certain Term Loan Agreement (the “Loan Agreement”), dated the date hereof, among Borrower and HSBC, (ii) a certain Trademark Collateral Security Agreement, dated the date hereof, made by Borrower in favor of HSBC, and (iii) a Continuing General Security Agreement, dated the date hereof, made by Borrower in favor of HSBC (as each may be amended, modified, restated or supplemented from time to time, collectively, the “Agreements”); and

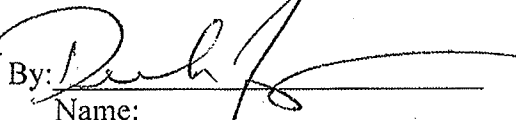
WHEREAS, pursuant to the Agreements, Borrower has granted to HSBC a security interest in the Marks, the goodwill of the business symbolized by the Marks, and the registrations and applications therefor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Borrower does hereby assign unto HSBC and grant to HSBC a security interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and registrations and applications therefor, which assignment and security interest shall secure all the Obligations as defined in the Agreements and in accordance with the terms and provisions thereof.

Borrower expressly acknowledges and affirms that the rights and remedies of HSBC with respect to the assignment and security interest granted hereby are more fully set forth in the Agreements.

Dated: August 19, 2011
New York, New York

JESSIE AND D LILA LLC

By: 
Name:
Title:

SCHEDULE A

Schedule A to Trademark Assignment for Security dated August 19, 2011, by and between Borrower and HSBC Bank USA, National Association.

| <u>Mark</u> | <u>Registration Number</u> |
|---------------------------------|----------------------------|
| ENYCE | 2,093,751 |
| ENYCE | 3,473,620 |
| ENYCE | 3,325,682 |
| ENYCE | 3143636 |
| ENYCE and Design | 2,351,411 |
| ENYCE Logo Design(copyright) | VA 925-915 |
| ENYCE Logo Design(copyright) | VA-925-915 |
| Lady ENYCE Logo | 3,321,380 |
| RSRV Logo | 3,330,324 |
| RSRV W/STYLIZED "E" LOGO | 3,402,586 |