

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	04/06/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
GMAC COMMERCIAL FINANCE LLC		04/06/2006	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	HB-GM Acquisition LLC
Street Address:	205 West 39th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Serial Number:	78684870	IALEX ALEX GARFIELD
Serial Number:	78700136	IALEX ALEX GARFIELD
Serial Number:	78602410	AREA
Serial Number:	78543398	JEANEROSITY

CORRESPONDENCE DATA

Fax Number: (212)262-5152
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-977-9700
 Email: bfishkin@phillipsnizer.com
 Correspondent Name: Barry H. Fishkin
 Address Line 1: 666 Fifth Avenue
 Address Line 2: Phillips Nizer LLP
 Address Line 4: New York, NEW YORK 10103

CH \$115.00 78684870

ATTORNEY DOCKET NUMBER:	82190/001
NAME OF SUBMITTER:	Barry H. Fishkin
Signature:	/Barry H. Fishkin/
Date:	04/12/2006
Total Attachments: 3 source=Assignment of Trademark - GMAC 2a#page1.tif source=Assignment of Trademark - GMAC 2a#page2.tif source=Assignment of Trademark - GMAC 2a#page3.tif	

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT is made as of April 6, 2006 by GMAC COMMERCIAL FINANCE LLC, a Delaware limited liability company ("Assignor") having its principal place of business at 1290 Avenue of the Americas, New York, New York 10104 to HB-GM Acquisition LLC, a New York limited liability company ("Assignee") having its principal place of business at c/o Harve Benard Ltd., 205 West 39th Street, New York, New York 10018.

W I T N E S S E T H :

WHEREAS, Assignor by virtue of an assignment from GM Jones Brand Holdings Inc., is the owner of the entire right, title and interest in and to the trademarks, trade names, terms, designs and applications therefor described in Exhibit A annexed hereto and made a part hereof (individually and collectively, the "Trademarks");

WHEREAS, on the date hereof, Assignor transferred all of its right, title and interest in the Trademarks and the goodwill associated therewith and related assets to Assignee;

WHEREAS, Assignor and Assignee want to confirm and evidence the assignment and transfer of the Trademarks by Assignor to Assignee by this instrument;

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency which is hereby acknowledged, Assignor does hereby assign and transfer, and confirm the assignment and transfer to Assignee of, all right, title and interest of Assignor in, to and under any of the Trademarks and any registrations and applications therefor, together with the goodwill symbolized by such Trademarks for its own use and the use of its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed on its behalf by a duly authorized officer as of the date and year first above written.

GMAC Commercial Finance LLC

By: Kenn [Signature]

Title: EvP

STATE OF NEW YORK)
) ss.:
COUNTY OF NEW YORK)

On this 6th day of April 2006, before me personally came Kevin McGarry, to me known, who being duly sworn, did depose and say, that he is the VP of GMAC Commercial Finance LLC, the limited liability company described in and which executed the foregoing instrument; and that he signed his name thereto by order of the Board of Directors of said limited liability company.

Nancy Regina Palombo
Notary Public

NANCY REGINA-PALOMBO
Notary Public, State Of New York
No. 01PA4772222
Qualified In Bronx County
Commission Expires 8/31/2006

EXHIBIT A to
ASSIGNMENT OF TRADEMARKS

Trademark	Serial Number	Filings Date
iAlex Alex Garfield	78684870	August 3, 2005
iAlex Alex Garfield	78700136	August 25, 2005
Area	78602410	April 5, 2005
Jeanerosity	78543398	January 6, 2005