

D/S

08-21-2007



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To the Director of the U. S. Patent

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documents or the new address(es) below.

Co. 9/1.8

1. Name of conveying party(ies):
4th Street Consulting LLC

Individual(s) Association
 General Partnership Limited Partnership
 Corporation- State: _____
 Other Limited Liability Company

Citizenship (see guidelines) US

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies) Yes
Additional names, addresses, or citizenship attached? No

Name: Adam Gayner
Internal Address: _____
Street Address: 499 Van Brunt Street
Studio 10
City: Brooklyn
State: New York
Country: USA Zip: 11231

Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship _____
 Other Individual Citizenship US

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) August 15, 2007

Assignment Merger
 Security Agreement Change of Name
 Other _____

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)
Serial No. 78/861,122
Filed - April 13, 2006

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Mark - FRED

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: H. Jay Spiegel
Internal Address: _____
Street Address: P.O. Box 11
City: Mount Vernon
State: Virginia Zip: 22121
Phone Number: 703-619-0101
Fax Number: 703-619-0110
Email Address: jayspiegel@aol.com

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____
Authorized User Name _____

9. Signature: H. Jay Spiegel August 16, 2007
Signature Date

H. Jay Spiegel Total number of pages including cover sheet, attachments, and document: 3
Name of Person Signing

08/20/2007 10:52 AM BYRNE 00000001 78861122 40.00 DP

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

ASSIGNMENT

Whereas, 4th Street Consulting LLC, whose address is 72 Grove Street 2F, New York, New York 10014, is the owner of Trademark application Serial No. 78/861,122, filed on April 13, 2006, for the mark "FRED", hereinafter referred to as the "Trademark"; and

Whereas, ADAM GAYNER, a Sole Proprietor and Citizen of the United States of America, having an address at 499 Van Brunt Street, Studio 10, Brooklyn, New York 11231, is desirous of acquiring said Trademark; and

Now therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, 4th Street Consulting LLC does hereby assign to ADAM GAYNER all right, title, and interest in and to the Trademark and the goodwill of the business symbolized thereby.

4th Street Consulting LLC



By HEATHER LOURIE, President

State of California
County of Los Angeles

On this 15th day of August, 2007, before me appeared HEATHER LOURIE, President of 4th Street Consulting LLC, the person who signed this instrument, who acknowledged that she signed it as a free act on her own behalf.

 - See Attached
Notary Public

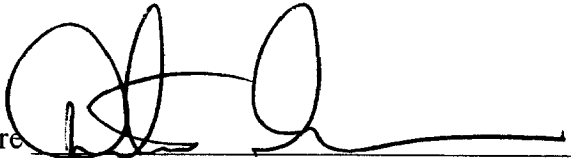
My Commission Expires: Sept 19th 2009

ACKNOWLEDGEMENT

STATE OF California)
) ss.
COUNTY OF Los Angeles)

On August 15, 2007, before me, Dustin B Sowers, personally appeared Heather Lourie personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/~~are~~ subscribed to the within instrument and acknowledged to me that ~~he/she/they~~ executed the same in ~~his/her/their~~ authorized capacity(ies), and that by ~~his/her/their~~ signature(s) on the instrument, the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.



Signature

Notary Public



(Seal)

This certificate must be attached to:

Title or type of document:	<u>Assignment</u>
Number of pages:	<u>1 (one)</u>
Date of document:	<u>08/15/07</u>
Signer(s) other than named above:	<u>N/A</u>