

UNITED STATES BANKRUPTCY COURT District of Delaware (Wilmington)

PROOF OF CLAIM

Name of Debtor: Urban Brands, Inc. (Urban Brands Inc)

Case Number: 10-13005-KJC

NOTE: This form should not be used to make a claim for an administrative expense arising after the commencement of the case. A request for payment of a administrative expense may be filed pursuant to 11 U.S.C. § 503.

Name of Creditor (the person or other entity to whom the debtor owes money or property): EMC Corporation

Check this box to indicate that this claim amends a previously filed claim.

Name and address where notices should be sent:
EMC Corporation
c/o Receivable Management Services ("RMS")
P.O. Box 5126
Timonium, MD 21094
Telephone number: (410) 773-4089

Court Claim Number:
(If known)
Filed on:

Name and address where payment should be sent:
EMC Corporation
c/o Receivable Management Services ("RMS")
P.O. Box 5126
Timonium, MD 21094
Telephone number: (410) 773-4089

RECEIVED
OCT 18 2010
BMC GROUP

Check this box if you are aware that anyone else has filed a proof of claim relating to your claim. Attach copy of statement giving particulars.
 Check this box if you are the debtor or trustee in this case.

1. Amount of Claim: \$2,951.45

If all or part of your claim is secured, complete item 4 below; however, if all of your claim is unsecured, do not complete item 4.

If all or part of your claim is entitled to priority, complete item 5.

Check this box if claim includes interest or other charges in addition to the principal amount of claim. Attach itemized statement of interest or charges.

5. Amount of Claim Entitled to Priority under 11 U.S.C. §507(a). If any portion of your claim falls in one of the following categories, check the box and state the amount.

Specify the priority of the claim.

2. Basis for Claim:  GOODS SOLD  SERVICES RENDERED
(See instruction #2 on reverse side.)

Domestic support obligations under 11 U.S.C. §507(a)(1)(A) or (a)(1)(B).

3. Last four digits of any number by which creditor identifies debtor:

3a. Debtor may have scheduled account as: US187585 446989
(See instruction #3a on reverse side.)

Wages, salaries, or commissions (up to \$10,950\*) earned within 180 days before filing of the bankruptcy petition or cessation of the debtor's business, whichever is earlier - 11 U.S.C. §507 (a)(4).

4. Secured Claim (See instruction #4 on reverse side.)

Check the appropriate box if your claim is secured by a lien on property or a right of setoff and provide the requested information.

Nature of property or right of setoff:  Real Estate  Motor Vehicle  Other
Describe:

Value of Property: \$ \_\_\_\_\_ Annual Interest Rate: \_\_\_\_\_ %
Amount of arrearage and other charges as of time case filed included in secured claim,

if any: \$ \_\_\_\_\_ Basis for perfection: \_\_\_\_\_

Amount of Secured Claim: \$ \_\_\_\_\_ Amount Unsecured: \$ \_\_\_\_\_

Contributions to an employee benefit plan - 11 U.S.C. §507 (a)(5).

Up to \$2,425\* of deposits toward purchase, lease, or rental of property or services for personal, family, or household use - 11 U.S.C. §507 (a)(7).

Taxes or penalties owed to governmental units - 11 U.S.C. §507 (a)(8).

Other - Specify applicable paragraph of 11 U.S.C. §507 (a)( ).

Amount entitled to priority:
\*Amounts are subject to adjustment on 4/1/10 and every 3 years thereafter with respect to cases commenced on or after the date of adjustment.

6. Credits: The amount of all payments on this claim has been credited for the purpose of making this proof of claim.

7. Documents: Attach redacted copies of any documents that support the claim, such as promissory notes, purchase orders, invoices, itemized statements of running accounts, contracts, judgments, mortgages, and security agreements. You may also attach a summary. Attach redacted copies of documents providing evidence of perfection of a security interest. You may also attach a summary. (See instruction 7 and definition of "redacted" on reverse side.)

DO NOT SEND ORIGINAL DOCUMENTS. ATTACHED DOCUMENTS MAY BE DESTROYED AFTER SCANNING.

Date: Signature: The person filing this claim must sign it. Sign and print name and title, if any, of the creditor or other person authorized to file this claim and state address and telephone number if different from the notice address above. Attach copy of power of attorney, if any.

September 23, 2010

Phyllis A. Hayes

Phyllis A. Hayes, RMS, Agent for Creditor

FOR COURT USE ONLY

Urban Brands



00047

EMC CORPORATION  
Urban Brands - Claim Analysis - 01  
INVOICE DETAIL

COMPANY	CUST#	INVOICE NUMBER	INVOICE DATE	Debt No.	EMC REF NO.	INVOICE AMOUNT	AMOUNT OWED	SERVICE PERIOD BEGINS	SERVICE PERIOD ENDS	TYPE	CLAIM TOTAL	PRE-PETITION	POST-PETITION	EXECUTORY CONTRACT
Urban Brands Inc	US187585 448989	5212374471	02/12/10	187585	C61082548	\$ 983.79	\$ 983.79	03/07/10	04/06/10	Service	\$ 983.79	\$ 983.79	\$ -	\$ -
Urban Brands Inc	US187585 448989	5212385874	03/15/10	187585	C61082548	\$ 983.79	\$ 983.79	04/07/10	05/06/10	Service	\$ 983.79	\$ 983.79	\$ -	\$ -
Urban Brands Inc	US187585 448989	5212412246	05/15/10	187585	C61082548	\$ 983.87	\$ 983.87	06/07/10	07/06/10	Service	\$ 983.87	\$ 983.87	\$ -	\$ -
						<b>TOTAL</b>	<b>\$ 2,951.45</b>				<b>\$ 2,951.45</b>	<b>\$ 2,951.45</b>	<b>\$ -</b>	<b>\$ -</b>

<b>SUMMARY:</b>
General Unsecured - Non-Priority \$ 2,951.45
General Unsecured - Priority \$ -
<b>Total: \$ 2,951.45</b>



RECEIVABLE MANAGEMENT SERVICES

307 International Circle, Suite. 270  
Hunt Valley, MD 21030  
Tel: 410-773-4089  
Fax: 410-773-4057  
Email: Phyllis.Hayes@rmsna.com  
www.rmsna.com

Phyllis A. Hayes  
Paralegal - Bankruptcy Services

October 13, 2010

BMC Group, Inc.  
Claims Agent for Urban Brands, Inc.  
P.O. Box 3020  
Chanhassen, MN 55317-3020

In re: Urban Brands, Inc., *et al.* ("Debtors")  
Case No. 10-13005-KJC (Chapter 11)  
Claim Filed 09/30/10 – EMC Corporation ("EMC") @ \$2,951.45

To Whom It May Concern:

We are agent for the creditor EMC Corporation ("EMC") and filed a proof of claim with the Clerk of the U.S. Bankruptcy Court for the District of Delaware on September 30, 2010 (copy attached). It has now come to our attention that the claim is not referenced in the claims register and to bring this omission to your attention. The claim was inadvertently mailed to the court instead of you the claims agent.

If any other information is needed, please do not hesitate to contact me.

Thanking you in advance,

Sincerely,

A handwritten signature in black ink, appearing to read "Phyllis Hayes", written over a horizontal line.

Phyllis A. Hayes  
Receivable Management Services  
Agent for Creditor, EMC Corporation

PAH/tbm  
Enclosure: