


<b>UNITED STATES BANKRUPTCY COURT District of Delaware (Wilmington)</b>		<b>PROOF OF CLAIM</b>
Name of Debtor: <b>Urban Brands, Inc.</b> (Urban Brands Inc)		Case Number: <b>10-13005-KJC</b>
NOTE: <i>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.</i>		
Name of Creditor (the person or other entity to whom the debtor owes money or property): <b>EMC Corporation</b>		<input type="checkbox"/> Check this box to indicate that this claim amends a previously filed claim.  Court Claim Number: _____ (If known)  Filed on: _____
Name and address where notices should be sent: <b>EMC Corporation</b> c/o Receivable Management Services ("RMS") P.O. Box 5126 Timonium, MD 21094 Telephone number: (410) 773-4089		
Name and address where payment should be sent: <b>EMC Corporation</b> c/o Receivable Management Services ("RMS") P.O. Box 5126 Timonium, MD 21094 Telephone number: (410) 773-4089		<input type="checkbox"/> 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. <input type="checkbox"/> Check this box if you are the debtor or trustee in this case.
1. Amount of Claim: <b>\$2,951.45</b> 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.  <input type="checkbox"/> 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.  <input type="checkbox"/> Domestic support obligations under 11 U.S.C. §507(a)(1)(A) or (a)(1)(B).  <input type="checkbox"/> 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).  <input type="checkbox"/> Contributions to an employee benefit plan – 11 U.S.C. §507 (a)(5).  <input type="checkbox"/> 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).  <input type="checkbox"/> Taxes or penalties owed to governmental units – 11 U.S.C. §507 (a)(8).  <input type="checkbox"/> 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.
2. Basis for Claim: <input type="checkbox"/> GOODS SOLD <input checked="" type="checkbox"/> SERVICES RENDERED (See instruction #2 on reverse side.)		
3. Last four digits of any number by which creditor identifies debtor:  3a. Debtor may have scheduled account as: <b>US187585 448989</b> (See instruction #3a on reverse side.)		
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: <input type="checkbox"/> Real Estate <input type="checkbox"/> Motor Vehicle <input type="checkbox"/> 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: \$ _____		
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: <b>September 23, 2010</b> Signature: <i>Phyllis A. Hayes</i> Phyllis A. Hayes, RMS, Agent for Creditor		RECEIVED OCT 21 2010 BMC GROUP
Penalty for presenting fraudulent claim: Fine of up to \$500,000 or imprisonment for up to 5 years, or both. 18 U.S.C. §§ 152 and 3571.		FILED SEP 30 AM 9:01 CLERK OF DISTRICT COURT DISTRICT OF DELAWARE FOR COURT USE ONLY Urban Brands  00065

BMC

EMC CORPORATION  
Urban Brands - Claim Analysis - 01  
INVOICE DETAIL

COMPANY	CUST#	INVOICE NUMBER	INVOICE DATE	Deal 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	04/08/10	Service	\$ 983.79	\$ 983.79	\$ -	\$ -
Urban Brands Inc	US187585 448989	5212365674	03/15/10	187585	C61082548	\$ 983.79	\$ 983.79	04/07/10	05/08/10	Service	\$ 983.79	\$ 983.79	\$ -	\$ -
Urban Brands Inc	US187585 448989	5212412246	05/15/10	187585	C61082548	\$ 983.87	\$ 983.87	06/07/10	07/08/10	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:</b>	<b>\$ 2,951.45</b>