

<b>UNITED STATES BANKRUPTCY COURT</b> <b>DISTRICT OF DELAWARE</b> <div style="font-size: 2em; font-weight: bold; margin-top: 10px;">FILED</div>	<b>PROOF OF CLAIM</b>
In Re: URBAN BRANDS INC. Name and address of Creditor where distribution payments should be sent: CLERK Indianapolis Power & Light Company P.O. Box 1595 Indianapolis, IN 46206-1595	Case Number: 10-13005-KJC-11 <input type="checkbox"/> Check box if you are aware that anyone else has filed a proof claim relating to your claim. Attach copy of statement giving particulars.  <input type="checkbox"/> Check box if you have never received any notices from the bankruptcy court in this case.  <input type="checkbox"/> Check box if the address differs from the address on the envelope sent to you by the court.
Name and address Where Notices Should be Sent  LaChelle D. Stepp 8520 Allison Pointe Blvd. Suite 200 Indianapolis, Indiana 46250  Telephone No. 317-640-4002	THIS SPACE IS FOR COURT USE ONLY
ACCOUNT OR OTHER NUMBER BY WHICH CREDITOR IDENTIFIES DEBTOR:  ACCOUNT NUMBER 1278050	Check here if this claim: <input type="checkbox"/> replaces <input type="checkbox"/> amends a previously filed claim, dated: _____
<div style="font-size: 1.5em; font-weight: bold; margin-bottom: 5px;">RECEIVED</div> <div style="font-size: 1.5em; font-weight: bold; margin-bottom: 5px;">NOV 11 2010</div> <div style="font-size: 1.5em; font-weight: bold; margin-bottom: 5px;">BMC GROUP</div>	
1. BASIS FOR CLAIM:  <input type="checkbox"/> Goods sold <input checked="" type="checkbox"/> Services performed <input type="checkbox"/> Money loaned <input type="checkbox"/> Personal injury/wrongful death <input type="checkbox"/> Taxes <input type="checkbox"/> Other (Describe briefly)	<input type="checkbox"/> Retiree benefits as defined in 11 U.S.C. § 1114(a) <input type="checkbox"/> Wages, salaries, and compensations (Fill out below) Your social security number _____ Unpaid compensations for services performed from _____ to _____ (date) (date)
2. DATE DEBT WAS INCURRED: SEE ATTACHED STATEMENTS	3. IF COURT JUDGMENT, DATE OBTAINED:
4. CLASSIFICATION OF CLAIM: Under the Bankruptcy Code, all claims are classified as one or more of the following: (1) unsecured nonpriority, (2) unsecured priority, (3) secured. It is possible for part of a claim to be in one category and part in another. CHECK THE APPROPRIATE BOX OR BOXES that best describe your claim and STATE THE AMOUNT OF THE CLAIM.	
<input type="checkbox"/> SECURED CLAIM \$ _____ Attach evidence of perfection of security interest. Brief Description of Collateral: <input type="checkbox"/> Real Estate <input type="checkbox"/> Motor Vehicle <input type="checkbox"/> Other _____  Amount of arrearage and other charges included in secured claim above, if any \$ _____	<input type="checkbox"/> Wages, salaries, or commissions (up to \$4,000), earned not more than 90 days before filing of the bankruptcy petition or cessation of the debtor's business, whichever is earlier--11 U.S.C. § 507(a)(3)  <input type="checkbox"/> Contributions to an employee benefit plan--U.S.C. § 507(a)(4)  <input type="checkbox"/> Up to \$1,800 of deposits toward purchase, lease, or rental of property or services for personal, family, or household use--11 U.S.C. § 507(a)(6)  <input type="checkbox"/> Taxes or penalties of governmental units--11 U.S.C. § 507(a)(7)  <input type="checkbox"/> Other--11 U.S.C. §§ 507(a)(2), (a)(5)--Describe briefly)
<input checked="" type="checkbox"/> UNSECURED NONPRIORITY CLAIM \$897.25 A claim is unsecured if there is no collateral or lien on property of the debtor securing the claim or to the extent that the value of such property is less than the amount of the claim.	
<input type="checkbox"/> UNSECURED PRIORITY CLAIM \$ _____ Specify priority of the claim -	
5. TOTAL AMOUNT OF CLAIM AT TIME      \$897.25      \$ _____      \$ _____      \$897.25 CASE FILED:                      (Unsecured)                      (Secured)                      (Priority)                      (Total)	
<input type="checkbox"/> Check this box if claim includes charges in addition to the principal amount of the claim. Attach itemized statement of all additional charges.	
Sign and print the name and title, if any, of the creditor or other person authorized to file this claim.  Signed: <u>LaChelle D. Stepp</u> Printed: _____	Date: 10/29/10

2010 NOV 5 AM 8:45  
 DISTRICT OF DELAWARE  
 CLERK  
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Penalty for presenting fraudulent claim: Fine of up to \$500,000 or imprisonment for up to 18 U.S.C. §§ 152 and 3571

Urban Brands  
  
 00132

*hmc*



INDIANAPOLIS POWER & LIGHT COMPANY  
 P.O. Box 110 Indianapolis, IN 46206-0110  
 317.261.8222

IPLpower.com

018 0000012780508 0000909529 0000897257 0001087558 00

LARGE APPAREL OF INDIANA  
 C/O ACCOUNTS PAYABLE DEPARTMENT  
 PO BOX 2518  
 SECAUCUS NJ 07096-2518

PO BOX 110  
 INDIANAPOLIS, IN 46206-0110

Amount Due	Due Date	After Due Date	Enter Amount Paid
\$897.25	10/28/2010	\$909.52	\$

URBAN BRANDS, INC/BANKRUPTCY 9 Account Number 1278050  
 PLEASE RETURN TOP PORTION WITH PAYMENT

LARGE APPAREL OF INDIANA

### Billing Summary

Amount Due	Due Date	Account Number
\$897.25	10/28/2010	1278050

Previous Balance	- Payments	+ (-) Other Items	+ Current Charges	= Total
\$1,355.21	- \$248.01	- \$19.65	- \$190.30	\$897.25

#### Account Activity

10/06/2010	No Active Services - Deposit Applied	-200.00
10/06/2010	No Active Services - Deposit Interest Applied	-48.01
09/24/2010	Late Payment Charge for 08/31/2010 Bill - Cancel	-19.65

#### Metered Electric and Other Services

Service Address: #725  
 2252 E 53RD ST  
 INDIANAPOLIS IN 46220-3479

ID# 73408

Rate SS - Secondary Service(Small)	Meter	Meter Reading	Bill Reading	Usage	Charges	
0005947 P	08/31/10	09/21/10	21 02724 02825	40	Tax	28.14
					Subtotal	430.11

Final Charges For This Service  
 Prorated Billing

METERED ELECTRIC CHARGE FOR 09/30/2010 CANCELLED

Charges	-579.82
Tax	-40.59
Subtotal	-620.41

#### Important Information

Thank you for the opportunity to serve you this month. Call us at 261.8222 if we can be of more assistance.

#### Status of Account 1278050

Previous Balance	\$1,355.21
Reduction of Deposit Amount	-200.00
Deposit Interest Apply	-48.01
Late Payment Charge	-19.65
Metered Electric and Other Services	-177.85
Indiana State Tax	-12.45
<b>Total Account Balance</b>	<b>\$897.25</b>

Compact fluorescent light bulbs (CFLs) can help save energy, money and the environment!  
 For a limited time, IPL is providing instant rebates at participating stores, making the price of a CFL as low as 99 cents! Please visit IPLpower.com for more info.



October 29, 2010

Clerk of the Bankruptcy Court  
United States Bankruptcy Court  
District of Delaware  
Marine Midland Plaza  
824 Market Street  
Wilmington, DE 19801

Re: URBAN BRANDS INC.  
Case No: 10-13005-KJC-11

Dear Clerk of the Bankruptcy Court:

Enclosed is the original and one copy of our Proof of Claim covering electric service chargeable to the above-captioned bankrupt. Please return a file-marked copy to me in the enclosed self-addressed, stamped envelope.

Sincerely,

LaChelle D. Stepp

LDS/jmd

Enclosures

FILED  
2010 NOV -5 AM 8:45  
CLERK  
BANKRUPTCY COURT  
DISTRICT OF DELAWARE