

UNITED STATES BANKRUPTCY COURT

District of Delaware

PROOF OF CLAIM

Name of Debtor:
Urban Brands

Case Number:
10-13005

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 an 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):
Central Telephone Company dba CenturyLink fdba Embark

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

Name and address where notices should be sent:
CenturyLink
c/o Rex D. Rainach, APLC
3622 Government Street, Baton Rouge, LA 70806-5720
Telephone number:
(225) 343-0643

RECEIVED

NOV 11 2010

BMC GROUP

Court Claim Number: _____
(If known)

Filed on: _____

Name and address where payment should be sent (if different from above):

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.

Telephone number:

Check this box if you are the debtor or trustee in this case.

1. Amount of Claim as of Date Case Filed: \$ 1,064.79

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: Telecommunications Sv
(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: _____
(See instruction #3a on reverse side.)

Wages, salaries, or commissions (up to \$11,725*) 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:

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

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: _____

Up to \$2,600* of deposits toward purchase, lease, or rental of property or services for personal, family, or household use - 11 U.S.C. §507 (a)(7).

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

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 4/1/13 in respect to the date of

Urban Brands



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.

If the documents are not available, please explain:

Date:
10/29/2010

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.

/s/ Rex D. Rainach, Attorney for CenturyLink

[Handwritten Signature]

FOR COURT USE ONLY

CLERK OF DISTRICT COURT
NOV 9 2010
8-11-10

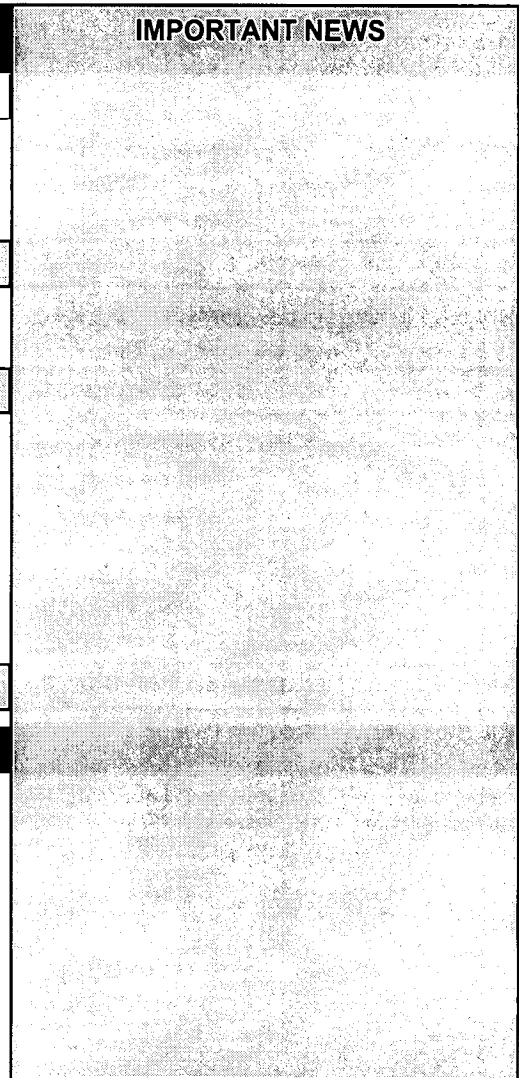
BMC

Account Name: **MARIANNE**
Account Number: [REDACTED] 5959

P.O. Box 4300
Carol Stream, IL 60197-4300

Page: 1 of 3
Bill Date: Oct. 03, 2010

Previous Balance	Payments	Adjustments Credits	Current Charges
282.96	0.00	0.00	0.00
Payment Summary			
Previous Balance			282.96
Less Payments			0.00
Balance			282.96
Adjustments/Credits Summary			
Adjustments to Previous Balance			0.00
Total Adjustments			0.00
Current Charge Summary			
Monthly Charges			0.00
One-Time Charges			0.00
Usage Charges			0.00
Discount			0.00
Adjustments			0.00
Taxes, Fees, and Surcharges			0.00
Total Current Charges			0.00
Due Date	Nov. 02, 2010	Amount Due	282.96



Just a friendly reminder that your account is past due. If you have already made your payment, thank you for bringing your account up to date.

PLEASE REMIT PAYMENT TO:

CenturyLink
P.O. Box 4300
Carol Stream, IL 60197-4300

R D 091008
[REDACTED] 5959

Amount Due By Nov. 02, 2010 282.96

MARIANNE
Attn: URBAN BRANDS INC
100 METRO WAY
SECAUCUS, NJ 07094-1914

FOR CHANGE OF ADDRESS OR PAYMENT AUTHORIZATION:
Please check here and complete reverse. Thank You.

0000 [REDACTED] 9595000000282963000000001003100000282963500000

P.O. Box 4300
 Carol Stream, IL 60197-4300

Page: 1 of 6
 Bill Date: Oct. 13, 2010

Previous Balance	Payments	Adjustments Credits	Current Charges
532.78	0.00	0.00	313.49
Payment Summary			
Previous Balance			532.78
Less Payments			0.00
Balance			532.78
Adjustments/Credits Summary			
Adjustments to Previous Balance			0.00
Total Adjustments			0.00
Current Charge Summary			
Monthly Charges			163.74
One-Time Charges			0.00
Usage Charges			114.70
Discount			0.00
Adjustments			0.36 CR
Taxes, Fees, and Surcharges			30.09
Late Fee			5.32
Total Current Charges			313.49
* Essential Charges		181.42	
Nonessential Charges		132.07	
Due Date	Nov. 12, 2010	Amount Due	846.27

IMPORTANT NEWS

- 72.30
 - 5.32
235.87

* Failure To Pay Essential Charges May Result In Disconnection of Basic Local Services
 Just a friendly reminder that your account is past due. If you have already made your payment, thank you for bringing your account up to date.

PLEASE REMIT PAYMENT TO:

CenturyLink
 P.O. Box 4300
 Carol Stream, IL 60197-4300

ASHLEY STEWART 338
 PO BOX 2518
 SECAUCUS, NJ 07096-2518

D

~~1708~~ 1708

Amount Due By Nov. 12, 2010

846.27

- 235.87
 - 132.09
478.31

FOR CHANGE OF ADDRESS OR PAYMENT AUTHORIZATION:
 Please check here and complete reverse. Thank You.

0000 ~~1708~~ 17085000000053278000000000101310000008462721000000

P.O. Box 2961
 Phoenix, AZ 85062-2961

Page: 1 of 6
 Bill Date: Oct. 10, 2010

Previous Balance	Payments	Adjustments Credits	Current Charges
109.18	0.00	0.00	115.91
Payment Summary			
Previous Balance			109.18
Less Payments			0.00
Balance			109.18
Adjustments/Credits Summary			
Adjustments to Previous Balance			0.00
Total Adjustments			0.00
Current Charge Summary			
Monthly Charges			87.21
One-Time Charges			0.00
Usage Charges			14.95
Discount			0.00
Adjustments			3.12 CR
Taxes, Fees, and Surcharges			6.87
Late Fee			10.00
Total Current Charges			115.91
* Essential Charges			91.08
Nonessential Charges			24.83
Due Date	Nov. 09, 2010	Amount Due	225.09

IMPORTANT NEWS

Welcome to your new bill format. A "How to read your bill" brochure has been included with this bill. Additional information is available at www.centurylink.com/mynewbill. Large businesses are encouraged to access more information and the Enterprise business "How to read your bill" document within the large business section of this website.

Handwritten:
 -14.95
 -10.00

 90.96

* Failure To Pay Essential Charges May Result In Disconnection of Basic Local Services
 Just a friendly reminder that your account is past due. If you have already made your payment, thank you for bringing your account up to date.

PLEASE REMIT PAYMENT TO:

CenturyLink
 P.O. Box 2961
 Phoenix, AZ 85062-2961

D

[REDACTED]0243

Amount Due By Nov. 09, 2010

225.09

Handwritten:
 - 90.96
 - 65.52

 69.61

ASHLEY STEWART
 Attn: STORE 402
 PO BOX 2518
 SECAUCUS, NJ 07096-2518

FOR CHANGE OF ADDRESS OR PAYMENT AUTHORIZATION:
 Please check here and complete reverse. Thank You.

0000 [REDACTED] 024370000000109183000000000101010000002250968000000

P.O. Box 4300
 Carol Stream, IL 60197-4300

Page: 1 of 5
 Bill Date: Oct. 16, 2010

Previous Balance	Payments	Adjustments Credits	Current Charges
226.59	0.00	0.00	104.02
Payment Summary			
Previous Balance			226.59
Less Payments			0.00
Balance			226.59
Adjustments/Credits Summary			
Adjustments to Previous Balance			0.00
Total Adjustments			0.00
Current Charge Summary			
Monthly Charges			90.62
One-Time Charges			0.00
Usage Charges			1.20
Discount			0.00
Adjustments			0.22 CR
Taxes, Fees, and Surcharges			10.16
Late Fee			2.26
Total Current Charges			104.02
* Essential Charges			86.84
Nonessential Charges			17.18
Due Date	Nov. 15, 2010	Amount Due	330.61

IMPORTANT NEWS

-2.24
 101.74

* Failure To Pay Essential Charges May Result In Disconnection of Basic Local Services

Just a friendly reminder that your account is past due. If you have already made your payment, thank you for bringing your account up to date.

PLEASE REMIT PAYMENT TO:

CenturyLink
 P.O. Box 4300
 Carol Stream, IL 60197-4300

URBAN BRANDS
 PO BOX 2518
 SECAUCUS, NJ 07096-2518

Amount Due By Nov. 15, 2010

330.61

- 101.74
 - 81.84
 147.01

FOR CHANGE OF ADDRESS OR PAYMENT AUTHORIZATION:
 Please check here and complete reverse. Thank You.

0000 [REDACTED] 75929000000022659900000000101610000003306130000000

P.O. Box 4300
 Carol Stream, IL 60197-4300

Page: 1 of 5
 Bill Date: Oct. 07, 2010

Previous Balance	Payments	Adjustments Credits	Current Charges
316.31	155.84 CR	0.00	163.45
Payment Summary			
Previous Balance			316.31
Payment by check received on SEP 12			155.84 CR
Balance			160.47
Adjustments/Credits Summary			
Adjustments to Previous Balance			0.00
Total Adjustments			0.00
Current Charge Summary			
Monthly Charges			139.13
One-Time Charges			0.00
Usage Charges			5.00
Discount			0.00
Adjustments			0.12 CR
Taxes, Fees, and Surcharges			17.84
Late Fee			1.60
Total Current Charges			163.45
* Essential Charges		154.38	
Nonessential Charges		9.07	
Due Date	Nov. 05, 2010	Amount Due	323.92

IMPORTANT NEWS

- 5.00
 - 160
 156.85

* Failure To Pay Essential Charges May Result In Disconnection of Basic Local Services

Just a friendly reminder that your account is past due. If you have already made your payment, thank you for bringing your account up to date.

PLEASE REMIT PAYMENT TO:

CenturyLink
 P.O. Box 4300
 Carol Stream, IL 60197-4300

D

[REDACTED] 2451

Amount Due By Nov. 05, 2010

323.92

URBAN BRANDS, INC
 Attn: MIS DEPARTMENT
 PO BOX 2518
 SECAUCUS, NJ 07096-2518

- 156.85
 - 78.90
 88.17

FOR CHANGE OF ADDRESS OR PAYMENT AUTHORIZATION:
 Please check here and complete reverse. Thank You.

0000 [REDACTED] 245120000000160474000000000100710000003239238000000