

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

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In re:	:	Chapter 11
	:	
URBAN BRANDS, INC., <u>et al.</u> ,	:	Case No. 10-13005-KJC
	:	
Debtors.	:	(Jointly Administered)
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**NOTICE OF APPEARANCE AND
DEMAND FOR SERVICE OF PAPERS**

PLEASE TAKE NOTICE that the undersigned hereby appears on behalf of **WESTFIELD, LLC** and certain of its affiliates as set forth on Schedule A attached hereto, landlords, creditors and parties-in-interest in the above-captioned case.

Pursuant to 11 U.S.C. §§ 342 and 1109(b) and Fed. R. Bankr. P. 2002 and 9010, the undersigned hereby demands that notice of all matters herein be served upon:

Niclas A. Ferland, Esq.
Ilan Markus, Esq.
LeClairRyan, PC
545 Long Wharf Drive, 9th Floor
New Haven, CT 06511
Telephone: (203) 672-3211
Facsimile: (203) 672-3232
Email: niclas.ferland@leclairryan.com

PLEASE TAKE FURTHER NOTICE that demand is also hereby made for service of copies of all papers, notices, reports, pleadings, motions, applications, disclosure statements, plans and answering or reply papers in this case and in all contested matters.

PLEASE TAKE FURTHER NOTICE that the undersigned hereby demands that the names and address set forth above be added to any short list in this case.

Dated: October 4, 2010
New Haven, Connecticut

**LeCLAIRRYAN,
a Professional Corporation**

/s/ Niclas A. Ferland

Niclas A. Ferland, Esq.

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Counsel to: Westfield, LLC, and certain of its affiliates
as set forth on Schedule A attached hereto