

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

In Re:

URBAN BRANDS, INC., *et al.*,

Debtors.

Case No. 10-13005

Chapter 11

**NOTICE OF APPEARANCE
AND DEMAND FOR SERVICE OF PAPERS**

PLEASE TAKE NOTICE that the undersigned represents KING ASSOCIATES LIMITED PARTNERSHIP, a creditor in this case, and demands, pursuant to United States Bankruptcy Code §§ 102(1), 342 and 1109(b) and Bankruptcy Rules 2002 and 9007, that all notices given or required to be given in this case and all papers served or required to be served in this case, be given to and served upon the undersigned at the following office address and telephone number:

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Please take further notice, that pursuant to Bankruptcy Code § 1109(b), this demand includes not only notices and papers referred to in

the Rules specified above, but also includes without limitation, orders and notices of any application, motion, petition, pleading, request, complaint, or demand, whether formal or informal, whether written or oral and whether transmitted or conveyed by mail, delivery, telephone, telegraph, telex, or otherwise, which may affect or seek to affect in any way any rights or interests of, with respect to the Debtors or any property or proceeds in which the Debtors may claim an interest.

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Certificate of Service

I hereby certify that on October 4, 2010, I served a copy of the foregoing by first class mail, postage prepaid, upon the following persons and entities and those in the attached service list:

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