

STERN, LAVINTHAL, FRANKENBERG & NORGAARD, LLC
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Attorneys for Creditor
East Orange Renewal Associates, LP
By: GARY K. NORGAARD, ESQ.
GN - 9243

In re: : UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE
:
URBAN BRANDS, INC. et als. :
:
Debtor(s). : Chapter 11
:
Case No. 10-13005(KJC)

NOTICE OF APPEARANCE AND REQUEST FOR SERVICE OF NOTICES

The undersigned represents the above-mentioned creditor herein, and hereby notices his appearance pursuant to the Federal Rule of Bankruptcy Procedure 9010, and requests service of all notices pursuant to Federal Rule of Bankruptcy Procedure 2002.

Please serve all notices, regardless of form, on:

Stern, Lavinthal, Frankenberg & Norgaard, LLC
184 Grand Avenue
Englewood, New Jersey 07631
Telephone Number (201) 871-1333

Nothing herein shall relieve the debtor or any party from service required by due process of law, the Bankruptcy Code, the Federal Rules of Bankruptcy Procedure and/or the local rules of practice. This demand requires an additional notice and does not alleviate responsibility of any notice previously required and/or served. Any distributions made should be sent directly to the Creditor pursuant to the filed Proof of Claim.

STERN, LAVINTHAL, FRANKENBERG & NORGAARD, LLC
Attorneys for Creditor.

By/s/ Gary K. Norgaard, Esq.

Dated: 10/6/10

GARY K. NORGAARD, ESQ.