

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

In re:

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

Debtors.

Chapter 11

Case No. 10-13005 (KJC)
(Jointly Administered)

Objections Due: October 22, 2010 at 4:00 p.m.
Hearing Date: November 16, 2010 at 3:00 p.m.

NOTICE OF MOTION

The undersigned counsel has filed the attached **Motion of George Butler, Jr. for Relief from Stay Under Bankruptcy Code Section 362** (the "Motion").

Responses or objections to the Motion, if any, are to be filed on or before **October 22, 2010 at 4:00 p.m. (Eastern Time)**. At the same time, you must serve a copy of the objection or response on the undersigned attorneys.

If any responses are timely filed in accordance with this Notice, a hearing on the Motion will be held on **November 16, 2010 at 3:00 p.m.**

IF YOU FAIL TO RESPOND IN ACCORDANCE WITH THIS NOTICE, THE COURT MAY GRANT THE RELIEF REQUESTED BY THE MOTION WITHOUT FURTHER NOTICE OR HEARING.

Dated: October 7, 2010
Wilmington, Delaware

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- and -

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