

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

In re:)	Chapter 11
Urban Brands, Inc., <i>et al</i> ,)	Case No. 10-13005-KJC
Debtors.)	

NOTICE OF RECLAMATION DEMAND AND CLAIM

PLEASE TAKE NOTICE that, pursuant to section 2-702 of the Uniform Commercial Code, Bankruptcy Code section 546(c)(1) and applicable non-bankruptcy law, Acme Accessories, Inc. ("Acme") hereby files this notice of delivery of written demand on the above-captioned debtors and debtors-in-possession (the "Debtors"), to reclaim certain goods that are subject to reclamation. Each of the elements for reclamation are met, and Acme therefore made written demand for reclamation of goods sold to and received by the Debtor within 45 days of its petition date. Attached hereto as Exhibit A and incorporated herein by reference is (1) a true and correct copy of that letter, dated October 8, 2010, (2) proof of attempted facsimile delivery on October 8, 2010 to the only facsimile number Acme has for the Debtors, and (3) proof of UPS delivery on October 11, 2010. Acme reserves all rights, remedies and interests with respect to the subject goods, which includes but is not limited to the right to assert an administrative priority claim pursuant to Bankruptcy Code section 503(b)(9).

Dated: October 13, 2010

Respectfully submitted,

/s/ Lori Sinanyan

Lori Sinanyan (Cal. State Bar No. 209975)
JONES DAY
555 S. Flower Street, Fiftieth Floor
Los Angeles, CA 90071
Telephone: 213-489-3939
Facsimile: 213-243-2539
Attorneys for ACME ACCESSORIES, INC.