

UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE

IN RE:

URBAN BRANDS, INC.,

Chapter 11

Debtor.

Case No. 10-13005 (KJC)

Joint Administration Pending

**OBJECTION OF UNION REALTY COMPANY GP TO PROPOSED CURE
AMOUNT IN DEBTOR'S CORRECTED NOTICE OF EXECUTORY
CONTRACTS AND UNEXPIRED LEASES WHICH MAY BE ASSUMED AND
ASSIGNED, PURSUANT TO SECTION 365 OF THE BANKRUPTCY CODE, IN
CONNECTION WITH THE SALE OF SUBSTANTIALLY ALL OF THE
DEBTORS' ASSETS**

Comes now Union Realty Company GP, by counsel, and for its Objection to the Proposed Cure Amount in Debtors' *Corrected Notice of Executory Contracts and Unexpired Leases Which May Be Assumed and Assigned, Pursuant to Section 365 of the Bankruptcy Code, in Connection with the Sale of Substantially All of the Debtors' Assets*, would respectfully show the following:

1. Union Realty Company GP, doing business as "Belz Enterprises" is the Lessor for debtors' retail store (store number 331) located at the Eastgate Shopping Center and a separate office space located in the Eastgate Office Building in Memphis, Tennessee.
2. Debtors' retail store at the Eastgate Shopping Center in Memphis is leased pursuant to a Retail Lease Agreement dated February 8, 1984, as amended on August 12, 1994, June 5, 1996 and December 11, 2006. A true and genuine copy of December 11, 2006 Amended Lease is attached hereto as Exhibit A.

3. Debtors' office space at the Eastgate Office Building in Memphis is leased pursuant to an Office Lease Agreement dated August 12, 1994 as amended on March 27, 2002 and December 11, 2006. The office and retail spaces were merged into one Lease Amendment dated December 11, 2006 (Exhibit A hereto), although the monthly charges and payments for each Premises are kept on separate accounts.

4. On September 30, 2010, Debtors filed their Schedule of Executory Contract Cure Amounts. The proposed cure amount in this Schedule is \$14,848.14. The actual cure amount for both Leases is \$16,415.61. True and genuine account statements for each Premises are attached hereto as Exhibits B & C.

WHEREFORE, PREMISES CONSIDERED, Union Realty Company GP respectfully requests this Honorable Court to sustain this Objection to Debtors' Proposed Cure Amounts.

Respectfully submitted,

GOTTEN, WILSON, SAVORY & BEARD, PLLC

/s/ Russell W. Savory

Russell W. Savory (Tenn. Bar. No. 12786)
88 Union Avenue, 14th Floor
Memphis, Tennessee 38103
901-523-1110
901-523-1139 (fax)

CERTIFICATE OF SERVICE

I, Russell W. Savory, hereby certify that a true and genuine copy of the foregoing

pleading was served upon the following parties by via facsimile transmission, U.S. Mail,
postage prepaid, and Electronic Notice this 15th Day of October, 2010:

Mark D. Collings, Esq.
Michael J. Merchant, Esq.
Richards, Layton & Finger, P.A.
920 North King Street
P.O. Box 551
Wilmington, DE 19899
Fax: 302-571-1253

Urban Brands, Inc.
Attn: Laura Weil
100 Metro Way
Secaucus, NJ 07094-1906
Fax: 201-319-9582

Steven J. Reisman, Esq.
Timothy A. Barnes, Esq.
Curtis, Mallet-Prevost, Colt & Mosle LLP
101 Park Avenue
New York, NY 10178
Fax: 212-697-1559

United States Trustee
844 King Street, Room 2207
Lockbox #35
Wilmington, DE 19899

/s/ Russell W. Savory

Russell W. Savory