

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

In re: URBAN BRANDS, INC. <i>et al.</i> , Debtors.	Chapter 11 Case No. 10-13005 (KJC) (Jointly Administered)
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**NOTICE OF ENTRY OF APPEARANCE
AND DEMAND FOR NOTICES AND PAPERS**

PLEASE TAKE NOTICE that the attorneys set forth below hereby appear as counsel for Trimaran Fund II, L.L.C. (and related affiliates) pursuant to section 1109(b) of title 11 of the United States Code (the “Bankruptcy Code”) and rule 9010(b) of the Federal Rules of Bankruptcy Procedure (the “Bankruptcy Rules”); and such counsel hereby request, pursuant to Bankruptcy Rules 2002, 3017 and 9007 and sections 342 and 1109(b) of the Bankruptcy Code, that copies of all notices and pleadings given or filed in these cases be given and served upon the undersigned at the following addresses, telephone and facsimile numbers, and email addresses:

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PLEASE TAKE FURTHER NOTICE that this request includes not only the notices and papers referred to in the Bankruptcy Rules specified above, but also includes, without limitation, all orders and notices of any application, motion, petition, pleading, request, complaint, or

demand, statements of affairs, operating reports, schedules of assets and liabilities, whether formal or informal, whether written or oral, and whether transmitted or conveyed by mail, courier service, hand delivery, telephone, facsimile transmission, telegraph, telex, or otherwise filed or made with regard to the above-referenced cases and proceedings therein.

Dated: September 23, 2010
Wilmington, Delaware

BAYARD, P.A.

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