

UNITED STATES BANKRUPTCY COURT

District of Delaware

In re: Urban Brands, Inc. Case No. 10-13005

NOTICE OF TRANSFER OF CLAIM OTHER THAN FOR SECURITY

A CLAIM HAS BEEN FILED IN THIS CASE or deemed filed under 11 U.S.C. § 1111(a). Transferee hereby gives evidence and notice pursuant to Rule 3001(e)(1), Fed. R. Bankr. P., of the transfer, other than for security, of the claim referenced in this evidence and notice.

TRC OPTIMUM FUND LLC

Name of Transferee

Name and Address where notices to transferee should be sent:

TRC OPTIMUM FUND LLC  
Attn: Terrel Ross  
336 Atlantic Avenue Suite 302  
East Rockaway, NY 11518

Phone: 516-255-1801  
Last four digits of Acct#: N/A

Name and address where transferee payments should be sent (if different from above):

Phone: N/A  
Last four digits of Acct#: N/A

AMPAC PLASTICS LLC

Name of Transferor

Court Claim # (if known): N/A  
Amount of Claim: USD\$53,459.52  
Date Claim Filed: N/A

Phone: (513) 551-1276  
Last four digits of Acct.#: N/A

Name and Current Address of Transferor:

AMPAC PLASTICS LLC  
12025 Tricon Road  
Cincinnati, OH 45246

I declare under penalty of perjury that the information provided in this notice is true and correct to the best of my knowledge and belief.

By: /s/Terrel Ross  
Transferee/Transferee's Agent

Date: December 13, 2010

*Penalty for making a false statement:* Fine up to \$500,000 or imprisonment for up to 5 years, or both. 18 U.S.C. §§ 152 & 3571.

EVIDENCE OF TRANSFER OF CLAIM

Exhibit A to Assignment of Claim

TO: United States Bankruptcy Court ("Bankruptcy Court")  
District of Delaware  
824 North Market Street, 3<sup>rd</sup> Floor  
Wilmington, DE 19801-3024  
Attention: Clerk

AND TO: URBAN BRANDS, INC. ("Debtor")  
Case No. 10-13005

Claim # N/A

AMPAC PLASTICS LLC, its successors and assigns ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, does hereby unconditionally and irrevocably sell, transfer and assign unto:

TRC OPTIMUM FUND LLC  
336 Atlantic Avenue Suite 302  
East Rockaway, NY 11518  
Attention: Terrel Ross

its successors and assigns ("Assignee"), all of Assignor's rights, title, interest, claims and causes of action in and to, or arising under or in connection with its Claim in the amount of **USD\$53,459.52** ("Claim"), as listed in the Debtor's Schedule F against the Debtor in the Bankruptcy Court, or any other court with jurisdiction over the bankruptcy proceedings of the Debtor.

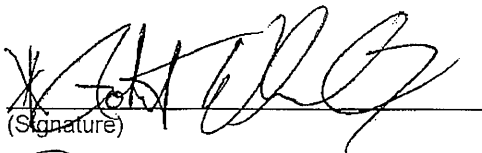
Assignor hereby waives any objection to the transfer of the Claim to Assignee on the books and records of the Debtor and the Bankruptcy Court, and hereby waives to the fullest extent permitted by law any notice or right to a hearing as may be prescribed by rule 3001 of the federal Rules of Bankruptcy procedure, the Bankruptcy code, applicable local bankruptcy rules or applicable law. Assignor acknowledges and understands, and hereby stipulates, that an order of the Bankruptcy Court may be entered without further notice to Assignor transferring the Claim and recognizing the Assignee as the sole owners and holders of the Claim.

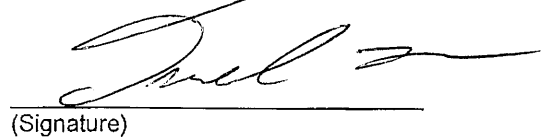
Assignor further directs each Debtor, the Bankruptcy Court and all other interested parties that all further notices relating to the Claim, and all payments or distributions of money or property in respect of the Claim, shall be delivered or made to the Assignee.

IN WITNESS WHEREOF, THIS EVIDENCE OF TRANSFER OF CLAIM IS EXECUTED THIS 13 DAY OF Dec, 2010.

ASSIGNOR: AMPAC PLASTICS LLC

ASSIGNEE: TRC OPTIMUM FUND LLC

  
(Signature)

  
(Signature)

Robert Wheeler  
(Print Name)

Terrel Ross  
(Print Name)

Controller  
(Title)

Managing Member  
(Title)

Schedule of Assets and Liabilities - Exhibit F  
 URBAN BRANDS, INC. - 10-13005-KJC

URBAN BRANDS, INC.	AMERICAN ELECTRIC POWER(380) AMERICAN ELEVATOR & MACHINE	P.O. BOX 24418 ACCOUNT # 103048-640-27	CANTON OH	44701-4418	ACCOUNTS PAYABLE	2,724.12
URBAN BRANDS, INC.	AMERICAN EXPRESS	36-26 31ST STREET P.O. BOX 1270 3782953758-31005	LONG ISLAND CITY NY NEWARK NJ	11106 07101-1270	ACCOUNTS PAYABLE	741.60
URBAN BRANDS, INC.	AMERICAN CONSTRUCTION	18 RALPH DRIVE 4401 WESTGATE	FAIRFIELD NJ	07004	ACCOUNTS PAYABLE	102,616.70
URBAN BRANDS, INC.	AMERICAN LIGHT, LP	BOULEVARD SUITE 310 5081	AUSTIN TX	78745	ACCOUNTS PAYABLE	5,580.65
URBAN BRANDS, INC.	AMERICAN POWER CONVERSION AMERICAN VENDING & COFFEE	COLLECTIONS CENTER DRIVE SERVICE PO BOX 305 4431 N. DIXIE HIGHWAY	CHICAGO IL FREEDOM NJ	60693-5081 07970	ACCOUNTS PAYABLE	9,480.47
URBAN BRANDS, INC.	AMERICAN WATER & ENERGY SAVERS	ACCOUNT # BCC-030	BOCA RATON FL	33431	ACCOUNTS PAYABLE	2,558.38
URBAN BRANDS, INC.	AMICI INC	16 BURMA ROAD 65 RAILROAD AVE. #4	JERSEY CITY NJ RIDGEFIELD NJ	07305 07657-2389	ACCOUNTS PAYABLE	1,290.45
URBAN BRANDS, INC.	AMIEE LYNN INC. AMPAC PLASTICS LLC	PO BOX 691369 1350 GRAND AVENUE SUITE#220 525 7TH AVENUE SUITE 1710 1385 BELLA VISTA AVENUE	CINCINNATI OH SAN MARCOS CA NEW YORK NY CORAL GABLES FL	45269-1369 92078 10018 33156	ACCOUNTS PAYABLE	64.11
URBAN BRANDS, INC.	AMS WORLDWIDE FORWARDING, INC ANGEL MADE IN HEAVEN, INC	ASHLEY 362	N/A N/A	N/A	ACCOUNTS PAYABLE	75,553.18
URBAN BRANDS, INC.	ANITA BRITT ANTHONY, LATONYA	100 METRO WAY	SECAUCUS NJ	07094-1906	ACCOUNTS PAYABLE	8,743.50
URBAN BRANDS, INC.	ANTHONY, GENESE	6060 PRIMARY PARKWAY SUITE 300 ATTN: ACCTS RECEIVABLE 555 TWELFTH STREET, NW	MEMPHIS TN WASHINGTON N	38119 20004-1206	ACCOUNTS PAYABLE	53,459.52
URBAN BRANDS, INC.	APL LOGISTICS (ACS) ARNOLD & PORTER LLP				BONUS PAYABLE	7,900.00
URBAN BRANDS, INC.					ACCOUNTS PAYABLE	1,019,309.81
URBAN BRANDS, INC.					MANAGEMENT NOTES	134,125.78
URBAN BRANDS, INC.					ACCOUNTS PAYABLE	17.04
URBAN BRANDS, INC.					ACCOUNTS PAYABLE	15,000.00
URBAN BRANDS, INC.					ACCOUNTS PAYABLE	4,502.54
URBAN BRANDS, INC.					ACCOUNTS PAYABLE	42,672.78