

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

---

In re:	:	
	:	Chapter 11
URBAN BRANDS, INC., et al.,,	:	
	:	Case No. 10-13005 (KJC)
Debtors.	:	
	:	(Jointly Administered)
	:	
	:	

---

**NOTICE OF APPEARANCE AND  
REQUEST FOR SERVICE OF PAPERS**

PLEASE TAKE NOTICE that the attorneys set forth below hereby appear on behalf of Hartz Mountain Metropolitan, (“Hartz”), in the above-captioned cases, and request that an entry be made on the Clerk’s matrix in this case, and that all notices given or required to be given and all papers served or required to be served in this case be given and served on:

Katharine L. Mayer, Esquire (D.E. Bar I.D. 3758)  
McCARTER & ENGLISH, LLP  
Renaissance Centre  
405 North King Street, 8<sup>th</sup> Floor  
Wilmington, DE 19801  
(302) 984-6300  
(302) 984-6399 (Fax)  
E-mail: [kmayer@mccarter.com](mailto:kmayer@mccarter.com)

Joseph M. Aronds, Esq.  
HOROWITZ, RUBINO & PATTON  
400 Plaza Drive  
P.O. Box 2038  
Secaucus, NJ 07096  
(201) 272-5308  
(201) 272-6127  
E-mail: [joseph.aronds@hrplaw.com](mailto:joseph.aronds@hrplaw.com)

PLEASE TAKE FURTHER NOTICE that, pursuant to Section 1109(b) of the Bankruptcy Code, the foregoing request includes not only the notices and papers referred to in Bankruptcy Rules 2002 and 9007, but also includes, without limitation, any order, notice, application, complaint, demand, motion, petition, pleading or request, whether formal or informal, written or oral, and whether transmitted or conveyed by mail, delivery, telephone, telegraph, telex or otherwise relating to this matter.

Respectfully submitted,

Dated: September 23, 2010  
Wilmington, DE

**McCARTER & ENGLISH, LLP**

By: /s/ Katharine L. Mayer  
Katharine L. Mayer (DE Bar I.D. 3758)  
Renaissance Centre  
405 N. King Street, 8th Floor  
Wilmington, DE 19801  
(302) 984-6300  
(302) 984-6399 Facsimile  
E-mail: [kmayer@mccarter.com](mailto:kmayer@mccarter.com)

-and-

Joseph M. Aronds, Esq.  
HOROWITZ, RUBINO & PATTON  
400 Plaza Drive  
P.O. Box 2038  
Secaucus, NJ 07096  
Tel: (201) 272-5308  
Fax: (201) 272-6127  
[Joseph.aronds@hrplaw.com](mailto:Joseph.aronds@hrplaw.com)

*Attorneys for Hartz Mountain Metropolitan*