

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

In re:

URBAN BRANDS, INC., et al.,

Debtors.

Chapter 11

Case No. 10-13005 (KJC)

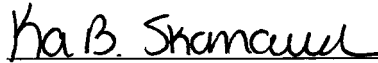
(Jointly Administered)

MOTION AND ORDER FOR ADMISSION PRO HAC VICE

Pursuant to Local Rule 9010-1 and the attached certification, counsel moves the admission pro hac vice of Steven J. Reisman to represent GB Merchant Partners, LLC and New Ashley Stewart, LLC in the above-captioned bankruptcy proceeding.

Dated: September 23, 2010

ASHBY & GEDDES, P.A.



William P. Bowden (I.D. No. 2553)

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ORDER GRANTING MOTION

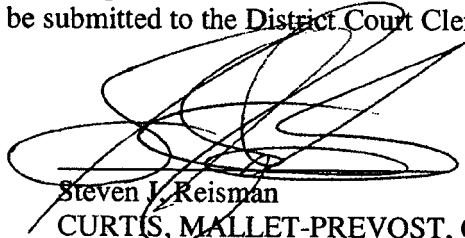
IT IS HEREBY ORDERED counsel's motion for admission pro hac vice is granted.

Date: September ___, 2010

The Honorable Kevin J. Carey
Chief Judge United States Bankruptcy Court

CERTIFICATION BY COUNSEL TO BE ADMITTED PRO HAC VICE

Pursuant to Local Rule 9010-1, I certify that I am eligible for admission to this Court, am admitted, practicing and in good standing as a member of the Bar of the State of New York, the U.S. District Courts for the Southern and Eastern Districts of New York, U.S. District Court for the District of New Jersey, U.S. District Court for the District of Connecticut, U.S. District Court for the Eastern District of Michigan, U.S. District Court for the Eastern District of Wisconsin, U.S. Court of Appeals for the Second and Third Circuits, and the U.S. Supreme Court, and submit to the disciplinary jurisdiction of this Court for any alleged misconduct which occurs in the preparation or course of this case. I also certify I am generally familiar with this Court's Local Rules and with Standing Order for District Court Fund effective 1/1/05, I further certify that the annual fee of \$25.00 has been paid to the Clerk of the District Court, or, if not paid previously, the fee payment will be submitted to the District Court Clerk's Office upon the filing of this motion.



Steven J. Reisman

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