

UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE

In re)	
)	Chapter 11
Urban Brands, Inc., et al.,)	Case No. 10-13005
Debtors.)	(Jointly Administered)
)	

NOTICE OF TRANSFER RE DOCKET 742

TO: SOUTHPAW KOUFAX LLC
2 WEST GREENWICH OFFICE PARK, 1ST FL
GREENWICH, CT 06831

Pursuant to Rule 3001(e)(2) or (e)(4) of the Federal Rules of Bankruptcy Procedure, you are advised that there has been filed with the United States Bankruptcy Court for the District of Delaware, a Transfer to **ARGO PARTNERS** of your claim no. **144** in the amount of **\$315,959.30**.

If you do not object to this Transfer on or before twenty (21) days from the date of the mailing of this Notice (i.e., **February 22, 2011**), by filing a written objection with the Office of the Clerk, United States Bankruptcy Court, District of Delaware, Third Floor, 824 Market Street, Wilmington, Delaware 19801, and serving a copy of the objection on the Claims Reconciliation and Official Claims and Noticing Agent listed below, **ARGO PARTNERS** will be substituted in your place as the claimant.

DATED: 2/1/2011

BMC GROUP, INC.
444 N. Nash St.
El Segundo, California 90245-2822

Official Claims and Noticing Agent for the Clerk of the
Court in the Urban Brands, Inc. Case.

PROOF OF SERVICE

I, Lauri Shippers, am over the age of eighteen years and not a party to the within action. I am employed by BMC Group, Inc., the Official Claims and Noticing Agent for the Clerk of the Court, whose business address is 444 N. Nash St, El Segundo, California 90245. On 2/1/2011, I caused a true and correct copy of the "Notice of Transfer re: Docket 742" to be served upon the following parties:

SOUTHPAW KOUFAX LLC
2 WEST GREENWICH OFFICE PARK, 1ST FL
GREENWICH, CT 06831

ARGO PARTNERS
12 WEST 37TH ST, 9TH FL
NEW YORK, NY 10018

by placing a true copy thereof enclosed in a sealed envelope, with postage thereon fully pre-paid, and deposited in the mail in El Segundo, California.

I declare under penalty of perjury that the foregoing is true and correct.

Dated: 2/1/2011

/s/ Lauri Shippers

Lauri Shippers