

IN THE UNITED STATES BANKRUPTCY COURT  
FOR THE DISTRICT OF DELAWARE

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In re:	:	Chapter 11
	:	
URBAN BRANDS, INC., <i>et al</i>	:	Case No. 10-13005 (KJC)
	:	
Debtor	:	

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**MOTION AND ORDER FOR ADMISSION PRO HAC VICE OF MICHAEL C.  
D'ARIES, ESQ.**

Pursuant to Local Rule 9010-1 and the attached certification, counsel moves the admission pro hac vice of Michael C. D'Aries, Esq. to represent creditor, Alliance Direct Corporation in the above-captioned bankruptcy.

Dated: September 28, 2010

FERRY, JOSEPH & PEARCE, P.A.

/s/ Jason C. Powell  
Jason C. Powell, Esquire (No. 3768)  
824 Market Street, Suite 1000  
P.O. Box 1351  
Wilmington, Delaware 19899  
Telephone: (302) 575-1555  
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**CERTIFICATION BY COUNSEL TO BE ADMITTED**

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 bars of the State of New York and the State of New Jersey, 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 that I am generally familiar with this Court's Local Rules and with the Standing Order for the District Court Fund effective January 1, 2005. I further certify that the annual fee of \$25.00 has been paid to the Clerk of the Court for the District Court.

By: /s/ Michael C. D'Aries  
Michael C. D'Aries, Esq.  
HELFAND & HELFAND  
350 Fifth Avenue, Suite 2826  
New York NY 10118  
Telephone: (212) 599-3303  
Fax: (212) 599-3029

**ORDER GRANTING MOTION**

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

Dated:

Wilmington, Delaware

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UNITED STATES BANKRUPTCY JUDGE