

**ROBINSON BROG LEINWAND GREENE
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(212) 603-6300
Fred B. Ringel, Esq.**

UNITED STATES BANKRUPTCY COURT
DISTRICT OF DELAWARE

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In Re:

Chapter 11
Case No. 10-13005 (KJC)

Urban Brands, Inc., et al

[Jointly Administered]

Debtor.

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NOTICE OF APPEARANCE AND DEMAND FOR SERVICE OF PAPERS

PLEASE TAKE NOTICE, that the undersigned hereby appears for **North Riverside Park Associates LLC**, Creditor, Landlord and party in interest herein, and pursuant to Rule 2002 of the Federal Rules of Bankruptcy Procedure and 11 U.S.C. Section 1109(b), hereby demands that all notices given or required to be given in this case be given to and served upon the undersigned at the offices, post offices and telephone numbers set forth below, addressed to the attention of: **Fred B. Ringel, Esq.**

PLEASE TAKE FURTHER NOTICE, that pursuant to 11 U.S.C. Section 1109(b), this demand shall be broadly construed to include, by way of example and not by way of limitation, all notices and papers, including, without limitation, orders and notices of any application, motion, petition, pleading, request, complaint or demand, whether formal or informal, whether written or oral, and whether transmitted or conveyed by mail delivery, telephone, telegraph, telex,

fax, e-mail or otherwise, which affects, or purports to affect, the estate of the above named Debtor or the property of the estate of the above named Debtor.

DATED: New York, New York
September 29, 2010

**ROBINSON BROG LEINWAND GREENE
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Attorneys for North Riverside Park Associates
LLC
875 Third Avenue, 9th Floor
New York, New York 10022
(212) 5603-6300**

**By: /s/ Fred B. Ringel
Fred B. Ringel**

Certificate of Service

On September 29, 2010, I served a copy of the attached Notice of Appearance and Demand for Service of Papers upon Mark D. Collins, Esq, Richards, Layton & Finger P.A., One Rodney Square, 920 North King Street, Wilmington, DE 19801 by first class mail, postage pre-paid.

**/s/ Fred B. Ringel
Fred B. Ringel**