

1 509.185

2 DAVID SEROR, SBN 67488
3 ANTHONY A. FRIEDMAN, SBN 201955
4 MOLDO DAVIDSON FRAIOLI SEROR & SESTANOVICH LLP
5 2029 CENTURY PARK EAST, 21ST FLOOR
6 LOS ANGELES, CALIFORNIA 90067
7 Tel: 310\ 551-3100 • Fax: 310\ 551-0238
8 Email: dseror@mdfslaw.com
9 afriedman@mdfslaw.com

10 Attorneys for John Hancock Life Insurance Company (U.S.A.)
11 (Successor-In-Interest from The Manufacturers Life Insurance Company
12 (U.S.A.))

13 **UNITED STATES BANKRUPTCY COURT**
14 **CENTRAL DISTRICT OF CALIFORNIA**
15 **LOS ANGELES DIVISION**

16 **In re**
17 **ESTYLE, INC., a Delaware corporation**
18 **d/b/a babystyle, Cadeau and Cadeau Designs,**
19 **Debtor.**

CASE NO.: 2:08-bk-13518-SB

CHAPTER 11

**OBJECTION OF JOHN HANCOCK LIFE
INSURANCE COMPANY (U.S.A.) TO
PURCHASER'S MEMORANDUM IN
SUPPORT OF FINDING OF ADEQUATE
ASSURANCE OF FUTURE PERFORMANCE**

Date: July 15, 2008
Time: 2:00 p.m.
Place Courtroom 1575

20 **TO THE HONORABLE SAMUEL L. BUFFORD, UNITED STATES BANKRUPTCY**
21 **JUDGE, THE DEBTOR AND DEBTOR IN POSSESSION, THE OFFICE OF THE UNITED**
22 **STATES TRUSTEE, AND TO ALL OTHER PARTIES IN INTEREST:**

23 The Landlord for the Leased Premises located at 865 South Figueroa Street, Suite 2700, Los
24 Angeles, California 90017 and creditor herein, John Hancock Life Insurance Company (U.S.A.)
25 (Successor-In-Interest from The Manufacturers Life Insurance Company (U.S.A.)) ("John Hancock"
26 and/or "Landlord"), hereby files this opposition to TRS Acquisition Subsidiary, Inc.'s (the
27 "Proposed Purchaser") *Purchaser's Memorandum in Support of Finding of Adequate Assurance of*
28 *Future Performance* (the "Memorandum") as follows:

- 1 1. On or about June 26, 2008, the Debtor's counsel, on behalf of the Proposed
2 Purchaser, sent to John Hancock, through its counsel, certain documentation
3 alleging adequate assurances of future performance (the "Documentation").
- 4 2. Pursuant to an agreement made between the Debtor, the Proposed Purchaser
5 and all landlords and approved by the Court, any opposition to the
6 Documentation would be required to be filed and served no later than July 2,
7 2008.
- 8 3. On July 2, 2008, John Hancock, having reviewed the Documentation, timely
9 filed its summary objection to the adequate assurance of future performance
10 provided by the Debtor and the Proposed Purchaser as insufficient under 11
11 U.S.C. § 365. Attached hereto as **Exhibit "A"** is a true and correct copy of
12 John Hancock's opposition to the Documentation.
- 13 4. On July 8, 2008, the Court conducted a hearing on eStyle, Inc.'s (the
14 "Debtor") *Motion For Order Authorizing And Approving: (1)The Sale Of*
15 *eStyle, Inc., Free And Clear Of Liens; And (2) The Assumption And*
16 *Assignment Of Executory Contracts And Unexpired Nonresidential Real*
17 *Property Leases* (the "Motion"). Because of certain oppositions filed to the
18 Motion and the Documentation, the hearing on the Motion was continued to
19 July 15, 2008. In addition, the Proposed Purchaser was required to file any
20 supplement to the Documentation by no later than 12:00 p.m. on July 10,
21 2008.
- 22 5. On July 10, 2008, the Proposed Purchaser filed the Memorandum.
- 23 6. John Hancock hereby objects to the Memorandum as follows:
- 24 a. The Memorandum limits itself solely to the shopping center
25 landlords and, apparently, does not take the leased premises
26 of Debtor's corporate office into account. Through certain
27 discussions, John Hancock has been informed and presently
28 believes and thereon alleges that it may be Debtor's

1 intention to reject the lease for the Leased Premises,
2 however, to date, the Debtor has not rejected the lease.
3 Accordingly, the Memorandum and, specifically, the offer
4 of a guarantee by Right Start Acquisition Company,
5 Proposed Purchaser's parent, and of a letter of credit
6 sufficient to secure payment of three (3) months of rent.

7 b. Assuming arguendo, that the proposed treatment under the
8 Memorandum is similarly provided to John Hancock for
9 the Leased Premises, John Hancock believes that the
10 Memorandum still does not provide adequate assurances of
11 future performance. Specifically:

12 i. The Debtor bears the ultimate burden of
13 presentation and persuasion that a lease of
14 nonresidential real property is one subject to
15 assumption and assignment and that all
16 requirements for assumption have been met. See,
17 *In re Rachels Industries, Inc.*, 109 B.R. 797, 802
18 (Bankr. W.D. Tenn. 1990).

19 ii. Adequate assurance of future performance is clearly
20 an element of the assumption process which must
21 be met in addition to the curing of any default
22 (including pre-petition amounts). 11 U.S.C. §
23 365(b)(1)(C). The initial burden of persuasion as
24 to adequate assurance falls upon the debtor. See,
25 *Sea Harvest Corp. v. Riviera Land Co.*, 868 F.2d
26 1077 (9th Cir. 1989). In *Sea Harvest*, the Court
27 rejected the debtor's conclusory statement and
28 further stating that the statement does not provide

1 the compensation and assurances required by 11
2 U.S.C. § 365(b)(1).

3 iii. At this point, the most pressing issue before the
4 Court is whether the Debtor and Proposed
5 Purchaser have established a sufficient showing of
6 financial condition and operating performance of
7 the proposed assignee and its guarantor to landlords
8 thereby satisfying adequate assurance of future
9 performance.

10 iv. Here, the Proposed Purchaser is a newly formed
11 entity without any admissible evidence of financial
12 condition or capitalization. As a proposed
13 resolution, the Proposed Purchaser's parent offers to
14 guarantee the Proposed Purchaser's obligations
15 under the lease. However, the financial statements
16 of the Proposed Purchaser's parent demonstrate a
17 negative net worth and a history of operating losses.
18 Furthermore, the Proposed Purchaser's parent
19 acknowledges that it is dependent on funds
20 advanced from its stockholder, Hancock Park
21 Capital II, L.P. as well as from a line of credit with
22 its lender.

23 v. As such, John Hancock asserts that neither the
24 Debtor nor the Proposed Purchaser have provided
25 adequate assurance of future performance.

26 7. John Hancock, to the extent consistent with the objections expressed herein,
27 also joins in the objections of other lessors/landlords to the Memorandum.

28 ///

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

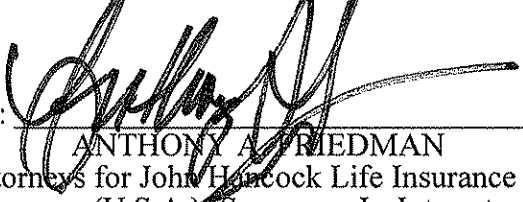
8. John Hancock hereby reserves its right to raise further objections. To date, John Hancock has not been advised of nor has it received any information concerning any bidder other than the Proposed Buyer. Accordingly, John Hancock reserves its right to object to any other bidder, if applicable.

CONCLUSION

For the foregoing reasons, neither the Debtor's Motion nor the Memorandum should be approved as presented. Alternatively, if the Court is inclined to grant the Debtor's Motion, substantial additional credit enhancements must be provided to John Hancock.

DATED: July 11, 2008.

MOLDO DAVIDSON FRAIOLI
SEROR & SESTANOVICH LLP

By: 

ANTHONY A. MEDMAN
Attorneys for John Hancock Life Insurance
Company (U.S.A.) (Successor-In-Interest
from The Manufacturers Life Insurance
Company (U.S.A.))

EXHIBIT A

EXHIBIT A

Anthony A. Friedman

From: cmecfhelpdesk@cacb.uscourts.gov
Sent: Wednesday, July 02, 2008 7:52 PM
To: Courtmail@cacb.uscourts.gov
Subject: 2:08-bk-13518-SB Objection

(A) IMPORTANT: PLEASE DO NOT REPLY TO THIS E-MAIL MESSAGE. Replies to this e-mail will not receive a response. All inquiries or requests must be directed to the ECF Support Center via email at ECF_support@cacb.uscourts.gov or by phone at (213) 894-2365.

*****NOTE TO PUBLIC ACCESS USERS***** You may view the filed documents once without charge. To avoid later charges, download a copy of each document during this first viewing.

U.S. Bankruptcy Court
Central District Of California

Notice of Electronic Filing

The following transaction was received from Friedman, Anthony A entered on 7/2/2008 at 7:52 PM PDT and filed on 7/2/2008

Case Name: eStyle, Inc.
Case Number: 2:08-bk-13518-SB
Document Number: 245

Docket Text:

Objection (related document(s): [196] Motion *Motion for Order Authorizing and Approving: (1) The Sale of the Assets of Estyle, Inc. Free and Clear of Liens, and (2) The Assumption and Assignment of Unexpired Nonresidential Real Property Leases and Executory Contracts in Connection Therew* filed by Debtor eStyle, Inc.) *Objection Of John Hancock Life Insurance Company (U.S.A.)To Debtor?s Motion For Order Authorizing And Approving: 1) The Sale Of eStyle, Inc., Free And Clear Of Liens; And 2) The Assumption And Assignment Of Executory Contracts And Unexpired Nonresidential Real Property Leases (with attached proof of service) Filed by Creditor John Hancock Life Insurance Company (USA) (Friedman, Anthony)*

The following document(s) are associated with this transaction:

Document description: *Main Document*

Original filename: *C:\Documents and Settings\melendez\My Documents\My Scans\eSTYLE-Objection of John Hancock to Debtor Motion re Sale of eStyle and Property Leases-070208.pdf*

Electronic document Stamp:

[STAMP bkecfStamp_ID=1106918562 [Date=7/2/2008] [FileNumber=20709016-0] [4e769aeac15dd7793ff408b1bbdcfd3a92b1bd0817c7b56338e77a0724e18e8cf775c039a3fc6c8adfc347db4de0ee4f74ffa244f8fd22c32228dc38fbb59d3d]]

2:08-bk-13518-SB Notice will be electronically mailed to:

7/11/2008

Franklin C Adams franklin.adams@bbklaw.com
Dustin P Branch dustin.branch@kattenlaw.com
Shawn M Christianson cmcintire@buchalter.com
Michelle K Dove dove.michelle@dorsey.com
Anthony A Friedman afriedman@mdfslaw.com
Michael J Heyman michael.heyman@klgates.com
Mark S Horoupian mhoroupian@sulmeyerlaw.com
Brian D Huben brian.huben@kattenlaw.com
Jay W Hurst jay.hurst@oag.state.tx.us
William H. Kiekhofer wkiekhofer@mayerbrownrowe.com
David S Kupetz dkupetz@sulmeyerlaw.com, jbartlett@sulmeyerlaw.com
Gabriel Liao gliao@perkinscoie.com
Craig G Margulies cmargulies@lm-lawyers.com
Marlene M Moffitt mmoffitt@allenmatkins.com
Zachary Mosner bcumosner@atg.wa.gov
Anthony J Napolitano anapolitano@mayerbrownrowe.com
Sam S Oh sam.oh@lrklawyers.com, alisia.dunbar@lrklawyers.com
Leo D Plotkin lplotkin@lsl-la.com
Jeffrey N Pomerantz jpomerantz@pszjlaw.com
Victoria Powers vpowers@szd.com
J Alexandra Rhim arhim@buchalter.com
Scott A Schiff sas@soukup-schiff.com
Bruce S Schildkraut bruce.schildkraut@usdoj.gov
Ronald M Tucker rtucker@simon.com,
psummers@simon.com; rwoodruff@simon.com; sHclark@simon.com
United States Trustee (LA) ustpregion16.la.ecf@usdoj.gov

Madeleine C Wanslee mwanslee@gustlaw.com

Gilbert B Weisman notices@becket-lee.com

2:08-bk-13518-SB Notice will not be electronically mailed to:

Alexander B. Kasdan Company, :Ltd.

Baer & Troff, LLP

Michael Foreman
Dorsey & Whitney LLP
250 Park Ave
New York, NY 10177

GENERAL GROWTH MANAGEMENT INC
C/O KRISTEN PATE
110 N WACKER
CHICAGO, IL 60606

Iron Mountain Information Management, Inc.
Bartlett Hackett Feingerg P.C.
c/o Frank F. McGinn
155 Federal St
9th Fl
Boston, MA 02110

Kibel Green, Inc.
1 Park Plaza Ste 600
Irvine, CA 92714

Jeffrey A Krieger
Greenberg Glusker Fields Claman
1900 Ave of the Stars 21st Fl
Los Angeles, CA 90067-4590

Landsberg Margulies LLP

Carolyn Lievers
1525 Sherman St 7th Fl
Denver, CO 80203

Shaw Valenza LLP
520 Capitol Mall Ste 630
Sacramento, CA 95814

Stokke, LLC
c/o Bodker, Ramsey, Andrews,

7/11/2008

*Winograd & Wildstein PC
3490 Piedmont Rd Ste 1400
Atlanta, GA 30305*

*SulmeyerKupetz
333 South Hope St 35th Floor
Los Angeles, CA 90071*

*The Donovan Offices
915 Wilshire Blvd Ste 950
Los Angeles, CA 90017*

*The Irvine Company LLC
c/o Bewley, Lassleben & Miller, LLP
13215 E Penn St Ste 510
Whittier, CA 90602*

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

509.185
DAVID SEROR, SBN 67488
ANTHONY A. FRIEDMAN, SBN 201955
MOLDO DAVIDSON FRAIOLI SEROR & SESTANOVICH LLP
2029 CENTURY PARK EAST, 21ST FLOOR
LOS ANGELES, CALIFORNIA 90067
Tel: 310\ 551-3100 • Fax: 310\ 551-0238
Email: dseror@mdfslaw.com
afriedman@mdfslaw.com

Attorneys for John Hancock Life Insurance Company (U.S.A.)
(Successor-In-Interest from The Manufacturers Life Insurance Company
(U.S.A.))

**UNITED STATES BANKRUPTCY COURT
CENTRAL DISTRICT OF CALIFORNIA
LOS ANGELES DIVISION**

In re
ESTYLE, INC., a Delaware corporation
d/b/a babystyle, Cadeau and Cadeau Designs,

Debtor.

CASE NO.: 2:08-bk-13518-SB
CHAPTER 11

OBJECTION OF JOHN HANCOCK LIFE
INSURANCE COMPANY (U.S.A.) TO
DEBTOR'S MOTION FOR ORDER
AUTHORIZING AND APPROVING:

(1) THE SALE OF eSTYLE, INC., FREE
AND CLEAR OF LIENS; AND

(2) THE ASSUMPTION AND
ASSIGNMENT OF EXECUTORY
CONTRACTS AND UNEXPIRED
NONRESIDENTIAL REAL PROPERTY
LEASES

Date: July 8, 2008
Time: 2:00 p.m.
Place Courtroom 1575

TO THE HONORABLE SAMUEL L. BUFFORD, UNITED STATES BANKRUPTCY
JUDGE, THE DEBTOR AND DEBTOR IN POSSESSION, THE OFFICE OF THE UNITED
STATES TRUSTEE, AND TO ALL OTHER PARTIES IN INTEREST:

The Landlord for the Leased Premises located at 865 South Figueroa Street, Suite 2700, Los Angeles, California 90017 and creditor herein, John Hancock Life Insurance Company (U.S.A.) (Successor-In-Interest from The Manufacturers Life Insurance Company (U.S.A.)) ("John Hancock"

1 and/or "Landlord"), hereby files this opposition to eStyle, Inc.'s (the "Debtor") *Motion For Order*
2 *Authorizing And Approving: (1)The Sale Of eStyle, Inc., Free And Clear Of Liens; And (2) The*
3 *Assumption And Assignment Of Executory Contracts And Unexpired Nonresidential Real Property*
4 *Leases* (the "Motion") as follows:

- 5 1. On or about June 26, 2008, the Debtor's counsel, on behalf of TRS
6 Acquisition Subsidiary, Inc. (the "Proposed Buyer"), sent to John Hancock
7 Life Insurance Company (U.S.A.), through its counsel, certain documentation
8 alleging adequate assurances of future performance (the "Documentation").
- 9 2. John Hancock Life Insurance Company (U.S.A.) has reviewed the
10 Documentation and objects to the adequate assurance of future performance
11 provided by the Debtor and the Proposed Buyer as insufficient under 11
12 U.S.C. § 365. Specifically, the Proposed Buyer is a newly formed entity with
13 no financial or operating history, the result of which, at a minimum, will
14 require some type of credit enhancement in the form of (a) a guaranty of
15 future performance; and/or (b) a letter of credit or a further cash security
16 deposit.
- 17 3. John Hancock Life Insurance Company (U.S.A.), to the extent consistent with
18 the objections expressed herein, also joins in the objections of other
19 lessors/landlords to the Motion.
- 20 4. John Hancock Life Insurance Company (U.S.A.) hereby reserves its right to
21 raise further objections. To date, John Hancock Life Insurance Company
22 (U.S.A.) has not been advised of nor has it received any information
23 concerning any bidder other than the Proposed Buyer. Accordingly, John
24 Hancock Life Insurance Company (U.S.A.) reserves its right to object to any
25 other bidder, if applicable.

26 ///

27 ///

28 ///

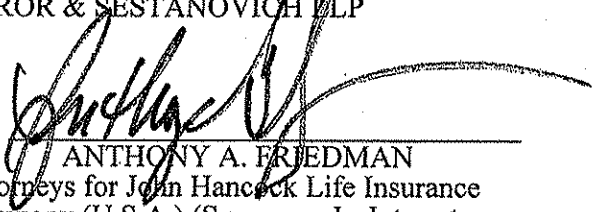
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

CONCLUSION

For the foregoing reasons, the Debtor's Motion should not be approved as presented, or, alternatively, the Debtor's Motion should be continued to a later date in order to provide John Hancock Life Insurance Company (U.S.A.) and other Landlords evidence of adequate assurance of future performance in connection with the assumption and assignment of Debtor's nonresidential leases under 11 U.S.C. § 365.

DATED: July 2, 2008.

MOLDO DAVIDSON FRAIOLI
SEROR & SESTANOVICH LLP

By: 

ANTHONY A. FRIEDMAN
Attorneys for John Hancock Life Insurance
Company (U.S.A.) (Successor-In-Interest
from The Manufacturers Life Insurance
Company (U.S.A.))

1 **PROOF OF SERVICE**

2 **STATE OF CALIFORNIA, COUNTY OF LOS ANGELES**

3 I am employed in the County of Los Angeles, State of California; I am over the age of 18
4 years and am not a party to the within action. I am employed by the law firm of Moldo Davidson
5 Fraioli Seror & Sestanovich LLP, located at 2029 Century Park East, 21st Floor, Los Angeles,
6 California 90067, Telephone: (310) 551-3100, Facsimile: (310) 551-0238.

7 On July 2, 2008, I served the document(s) described as: **OBJECTION OF JOHN
8 HANCOCK LIFE INSURANCE COMPANY (U.S.A.) TO DEBTOR'S MOTION FOR
9 ORDER AUTHORIZING AND APPROVING: 1) THE SALE OF eSTYLE, INC., FREE
10 AND CLEAR OF LIENS; AND 2) THE ASSUMPTION AND ASSIGNMENT OF
11 EXECUTORY CONTRACTS AND UNEXPIRED NONRESIDENTIAL REAL PROPERTY
12 LEASES**, on the interested parties in said action by enclosing the document(s) in a sealed envelope
13 addressed as follows:

14 **SEE ATTACHED SERVICE LIST**

15 **BY MAIL:** I caused such envelope(s) with postage thereon, fully prepaid, to be placed in the
16 United States mail. I am "readily familiar" with the firm's practice of collection and
17 processing correspondence for mailing. Under that practice it would be deposited with U.S.
18 postal service on that same day with postage thereon fully prepaid at Los Angeles, California
19 in the ordinary course of business.

20 **BY FEDERAL EXPRESS/EXPRESS MAIL:** I caused said document(s) to be sent via
21 Federal Express / Express Mail for next business day delivery.

22 **BY FACSIMILE:** I caused said document(s) to be sent via facsimile.

23 **BY EMAIL:** I caused said document(s) to be sent via email to all parties whose email
24 addresses are indicated below.

25 **ELECTRONICALLY MAILED:** Said document(s) were electronically served on the
26 person(s) as indicated on the attached Notice of Electronic Filing.

27 **BY TELEPHONIC COMMUNICATION:** I telephoned the interested parties and gave
28 notice as indicated in my declaration.

BY PERSONAL SERVICE: I caused said document(s) to be delivered to the addressees
listed on the attached Service List.

[State] I declare under penalty of perjury under the laws of the State of California that
the above is true and correct.

[Federal] I declare that I am employed in the offices of a member of the State Bar of this
Court at whose direction the service was made. I declare under penalty of perjury under the
laws of the United States of America that the above is true and correct.

Executed on July 2, 2008, at Los Angeles, California.


TRISH MELENDEZ

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

IN RE ESTYLE, INC.
U.S.B.C./LA CASE NO. 2:08-bk-13518-SB

SERVICE LIST

Office of the United States Trustee
Attn: Bruce Schildkraut, Esq.
Ernst & Young Plaza
725 S. Figueroa Street, 26th Floor
Los Angeles, CA 90017
T: 213/894-6811
F: 213/894-2603
E: bruce.schildkraut@usdoj.gov

U. S. Trustee

eStyle, Inc.
865 S. Figueroa Street
Suite 2700
Los Angeles, CA 90017
E: efabricant@babystyle.com

Debtor

David S. Kupetz, Esq.
SulmeyerKupetz
333 S. Hope Street, 35th Floor
Los Angeles, CA 90071-1406
F: 213/629-4520
T: 213/626-2311
E: dkupetz@sulmeyerlaw.com

Attorneys for Debtor/Debtor in Possession,
eStyle, Inc.

David Seror, Esq.
dseror@mdfslaw.com
Anthony A. Friedman, Esq.
afriedman@mdfslaw.com
Moldo Davidson Fraioli
Seror & Sestanovich LLP
2029 Century Park East, 21st Floor
Los Angeles, CA 90067
T: 310/551-3100
F: 310/551-0238

Attorneys for John Hancock Life Ins. Co.
(U.S.A.) (Successor-in-Interest from The
Manufacturers Life Ins. Co. (U.S.A.))

Craig Margulies, Esq.
Landsberg Margulies LLP
16030 Ventura Blvd.
Suite 470
Encino, CA 91436-2731
T: 818/705-2777
F: 818/705-3777
E: cmargulies@lm-lawyers.com

Attorneys for Committee of Unsecured Creditors

1 American Express Travel Related
2 Svcs Co, Inc. Corp. Card
3 c/o Becket and Lee LLP
4 P. O. Box 3001
5 Malvern, PA 19355-0701
6 E: notices@becket-lee.com

Request For Special Notice

5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

1 **PROOF OF SERVICE**

2 **STATE OF CALIFORNIA, COUNTY OF LOS ANGELES**

3 I am employed in the County of Los Angeles, State of California; I am over the age of 18
4 years and am not a party to the within action. I am employed by the law firm of Moldo Davidson
5 Fraioli Seror & Sestanovich LLP, located at 2029 Century Park East, 21st Floor, Los Angeles,
6 California 90067, Telephone: (310) 551-3100, Facsimile: (310) 551-0238.

7 On July 11, 2008, I served the document(s) described as: **OBJECTION OF JOHN
8 HANCOCK LIFE INSURANCE COMPANY (U.S.A.) TO PURCHASER'S MEMORANDUM
9 IN SUPPORT OF FINDING OF ADEQUATE ASSURANCE OF FUTURE
10 PERFORMANCE**, on the interested parties in said action by enclosing the document(s) in a sealed
11 envelope addressed as follows:

12 **SEE ATTACHED SERVICE LIST**

13 **BY MAIL:** I caused such envelope(s) with postage thereon, fully prepaid, to be placed in the
14 United States mail. I am "readily familiar" with the firm's practice of collection and
15 processing correspondence for mailing. Under that practice it would be deposited with U.S.
16 postal service on that same day with postage thereon fully prepaid at Los Angeles, California
17 in the ordinary course of business.

18 **BY FEDERAL EXPRESS/EXPRESS MAIL:** I caused said document(s) to be sent via
19 Federal Express / Express Mail for next business day delivery.

20 **BY FACSIMILE:** I caused said document(s) to be sent via facsimile.

21 **BY EMAIL:** I caused said document(s) to be sent via email to all parties whose email
22 addresses are indicated below.

23 **ELECTRONICALLY MAILED:** Said document(s) were electronically served on the
24 person(s) as indicated on the attached Notice of Electronic Filing.

25 **BY TELEPHONIC COMMUNICATION:** I telephoned the interested parties and gave
26 notice as indicated in my declaration.

27 **BY PERSONAL SERVICE:** I caused said document(s) to be delivered to the addressees
28 listed on the attached Service List.

[State] I declare under penalty of perjury under the laws of the State of California that
the above is true and correct.

[Federal] I declare that I am employed in the offices of a member of the State Bar of this
Court at whose direction the service was made. I declare under penalty of perjury under the
laws of the United States of America that the above is true and correct.

Executed on July 11, 2008, at Los Angeles, California.


TRISH MELENDEZ

1 **IN RE ESTYLE, INC.**
2 **U.S.B.C./LA CASE NO. 2:08-bk-13518-SB**

3 **SERVICE LIST**

4 Office of the United States Trustee U. S. Trustee
5 Attn: Bruce Schildkraut, Esq.
6 Ernst & Young Plaza
7 725 S. Figueroa Street, 26th Floor
8 Los Angeles, CA 90017
9 T: 213/894-6811
10 F: 213/894-2603
11 E: bruce.schildkraut@usdoj.gov

12 eStyle, Inc. Debtor
13 865 S. Figueroa Street, Suite 2700
14 Los Angeles, CA 90017
15 E: efabricant@babystyle.com

16 David S. Kupetz, Esq. Attorneys for Debtor/Debtor in Possession,
17 **SulmeyerKupetz** eStyle, Inc.
18 333 S. Hope Street, 35th Floor
19 Los Angeles, CA 90071-1406
20 F: 213/629-4520
21 T: 213/626-2311
22 E: dkupetz@sulmeyerlaw.com

23 Craig Margulies, Esq. Attorneys for Committee of Unsecured Creditors
24 Landsberg Margulies LLP
25 16030 Ventura Blvd., Suite 470
26 Encino, CA 91436-2731
27 T: 818/705-2777
28 F: 818/705-3777
E: cmargulies@lm-lawyers.com

29 Daniel M. Anderson, Esq. Proposed Buyer
30 Schottenstein Zox & Dunn Co. L.P.A.
31 250 West Street
32 Columbus, OH 43215
33 T: 614/462-5013
34 F: 614/224-3126

35 American Express Travel Related Request For Special Notice
36 Svcs Co. Inc. Corp. Card
37 c/o Becket and Lee LLP
38 P. O. Box 3001
Malvern, PA 19355-0701
E: notices@becket-lee.com