

SIGNAGE LICENSE AGREEMENT

Signage License Agreement (this "Agreement" or "License Agreement") made as of the 30th day of September, 2013, between **VORNADO SIGN LLC**, a Delaware limited liability company, as Licensor (referred to herein as "Licensor"), and [REDACTED] **1540 BROADWAY LLC**, a New York limited liability company (referred to herein as "Licensee"). **VORNADO [REDACTED] BROADWAY LLC**, a Delaware limited liability company (together with its successors and assigns, "Store Landlord") is joining in the execution of this Agreement solely for the purposes of confirming its agreement to the terms of Section 17(C) hereof.

RECITALS:

A. Licensor is the master lessee pursuant to a master lease (the "Master Lease") between Store Landlord, as lessor, and Licensor, as lessee of the Signage Area of the building known as 1540 Broadway located in the Borough of Manhattan, City, County and State of New York (referred to herein as the "Building");

B. Store Landlord, as landlord, and Licensee, as tenant ("Store Tenant"), entered into a lease dated as of the date hereof, for certain premises located in the Building (such lease, which is annexed hereto as Exhibit 4 and made a part hereof, the "Store Lease");

C. Licensee desires to license and use the portions of the Signage Area designated as exterior signage areas (collectively, the "License Signage Area"), all as shown on Exhibit 1 annexed hereto and made a part thereof, subject to the limitations set forth herein; and

D. Licensor is willing to license such space to Licensee and Licensee is willing to enter into such license all under the terms, covenants and conditions set forth in this License Agreement.

NOW, THEREFORE, in consideration of Ten and 00/100 Dollars (\$10.00) paid by Licensee to Licensor and the mutual covenants contained herein the parties agree as follows:

1. Definitions: Terms defined in the Recitals and Preamble are herein incorporated by reference as if set forth in full. Capitalized terms used herein and not herein defined shall have the respective meanings given to them in the Store Lease.