



**FOR IMMEDIATE RELEASE**

## **UNION SQUARE LICENSING AND BRIAN FOX ANNOUNCE LICENSING DEAL**

New York, July 14, 2010 – Union Square Licensing, Inc., a wholly owned subsidiary of USSE Corp., (Union Square) (Pink OTC Symbol: UCRP), announced today that it has been chosen by Brian Fox, sports and celebrity portrait artist, to be his exclusive worldwide management and licensing agency.

Brian Fox specializes in painting the world's greatest legends. His forte and passion centers around sports and music but his ability and experience extend far beyond that scope. Brian has painted some of the biggest icons of our time, including the late Jackie Robinson, Keith Richards, Derek Jeter, Michael Phelps, Jim Morrison, Johnny Depp, Ray Charles and Mixed Martial Arts Champion Georges St-Pierre, to name just a few.

Brian's impeccable draftsmanship, attention to detail and uncanny ability to capture the "look" of his subjects keep his masters of art in high demand. He is prominently featured in numerous celebrity events and charity benefits, always promoting his passion for expressive, visual art. Fox has teamed with numerous sports icons to raise money for their favorite charitable organizations including Ryan Howard, Curt Schilling, Josh Beckett, Major League Baseball Players Association, National Hockey League, Rachel Robinson and others to raise money for their charities, including the ALS Association, Major League Baseball Players Trust, Ryan Howard Family Foundation, NHL Fights Cancer and the Jackie Robinson Foundation.

Union Square Licensing will be charged with seeking out licensees for Brian's work in landscapes, equine art and graphic design work in a variety of categories including: apparel, accessories, digital media, print media and publishing and more. Union Square will also manage Brian in all facets of his career and will be seeking corporate sponsorship, endorsements, media opportunities as well as new licensing opportunities.

### About USSE Corp.

USSE Corp., (Pink OTC Symbol: UCRP) and its wholly owned subsidiaries, Union Square and Union Square Licensing, is a NY based company that provides strategic and creative marketing and sales solutions. Services include Intellectual Property Development (focused on integrating sports, entertainment, fashion and lifestyle elements to connect brands, fans and media); Creative and Branding Support; Event Production and Fulfillment; Sponsorship, Activation and Advertising Sales; Strategic Consulting; Licensing; Television Production. [www.unionsqagency.com](http://www.unionsqagency.com).

Safe Harbor of the 1995 Private Securities Litigation Reform Act. Statements that are not historical facts contained in this press release are forward looking statements involving a number of known and unknown risks, uncertainties and other factors, which are difficult or impossible to predict, are beyond the control of the Company and may cause the actual results, performance or achievements of the Company to be materially different from those implied by such forward looking statements. Readers are cautioned not to place undue reliance on these forward looking statements, which speak only as of the date of the statement.

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