



To the Honorable Commissioner of Patent:

102024248

original documents or copy thereof

1. Name of Conveying Party(ies):

David's Bridal Inc.

3-20-02

- Individual(s)
- General Partnership
- Corporation-State of Florida
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):

Name: DBD, Inc.

Street Address: 300 Delaware Ave., Suite 900

City: Wilmington State: DE Zip: 19801

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of Conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: March 12, 2002

4. Application number(s) or registration number(s):

See Exhibit 1

A. Trademark Application No.(s)

Additional numbers attached? Yes No

B. Trademark registration No.(s)

See Exhibit 2

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Sarah J. Westover
c/o The May Department Stores Company
Street Address: 611 Olive St., Suite 1750

City: St. Louis State: MO ZIP: 63101

6. Total number of applications and registrations involved. [7]

7. Total fee (37 CFR 3.41). \$ 190

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

03/20/2002 JSM/LANE 00000027 2426973

01 Ff:481
02 Ff:482

40.00 OP
150.00 OP

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Jane A. Crane, Asst. Secretary
Name of Person Signing
David's Bridal, Inc.

Jane A. Crane
Signature

3/18/02
Date

Total number of pages comprising cover sheet [4]

EXHIBIT 1

DAVID'S BRIDAL, INC. U.S. PENDING TRADEMARKS
TO BE ASSIGNED TO DBD, INC. WITH THE U.S. PATENT & TRADEMARK OFFICE

MARK	SERIAL NUMBER	U.S. PATENT & TRADEMARK OFFICE FILE DATE	GOODS/SERVICES
David's Bridal	75-932889	03/01/00	Bridal gowns, bridesmaid gowns & special occasion dresses for women & children (Class 25)
David's	76-197784	01/22/01	Bridal gowns, bridesmaids gowns & special occasion dresses for women & children (Class 25)

EXHIBIT 2

**DAVID'S BRIDAL, INC. U.S. REGISTERED TRADEMARKS & SERVICE MARKS
TO BE ASSIGNED TO DBD, INC. WITH THE U.S. PATENT & TRADEMARK OFFICE**

MARK/CLASS	REG. DATE	REG. NUMBER	GOODS/SERVICES
David's Bridal 35	2/6/01	2,426,973	Retail store services in the field of bridal gowns and accessories, bridesmaid gowns and special occasion dresses and accessories for women and children
David's Bridal Wearhouse 42	5/5/92	1,685,705	Retail store services featuring bridal wear, formal wear and related accessories
Enzio 25	5/17/94	1,836,883	Bridal gowns
Michaelangelo (Stylized) 25	8/15/95	1,912,612	Women's formal wear, namely, bridal gowns, Mother of the Bride dresses and evening dresses
St. Tropez 25	4/19/94	1,831,413	Bridal gowns

ASSIGNMENT

WHEREAS, DAVID'S BRIDAL, INC., a Florida corporation, located and doing business at 1001 Washington Avenue, Conshohocken, Pennsylvania 19428 (referred to herein as "DBI") has adopted and used the trademarks (referred to as "Trademarks" as listed on Exhibits 1 and 2) in commerce in the United States;

WHEREAS, DBD, INC., a Delaware corporation, located and doing business at 300 Delaware Avenue, Suite 900, Wilmington, Delaware 19801 (referred to herein as "DBD") is desirous of acquiring said Trademarks, the good will, the related domain name and any and all rights and claims relating to said Trademarks;

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, receipt and adequacy of which is hereby acknowledged, DBI has assigned, effective March 12, 2002 (the "Effective Date"), unto DBD, its successors and assigns, all of its right, title and interest in and to the Trademarks (as listed on Exhibits 1 and 2 attached hereto), together with the goodwill symbolized by the Trademarks, the related domain names(s), any applications for registration or registration of the Trademarks, and all rights and remedies for any infringement of the Trademarks. DBI further assigns to DBD, its successors and assigns, all rights arising out of DBI's use of the Trademarks prior to the date of this Assignment, and all rights arising out of DBI's use of the Trademarks under any license from DBD after the date of this Assignment.

IN WITNESS WHEREOF, DAVID'S BRIDAL, INC. has caused this Assignment to be executed as of this 12th day of March, 2002 to be effective as of the Effective Date.

DAVID'S BRIDAL, INC.

By: *Richard A. Brickson*

Name: Richard A. Brickson

Title: Vice President & Secretary

STATE OF MISSOURI)
) ss.
CITY OF ST. LOUIS)

On the 12th day of March, 2002 before me personally came RICHARD A. BRICKSON, to me known, who, being by me duly sworn, did depose and say that he is the Vice President and Secretary of David's Bridal, Inc., the corporation described in and which executed the above instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board of Directors of said corporation; and that he signed his name thereto by like order.

Sarah Jane Westover
Notary Public

My Commission Expires: _____

SARAH JANE WESTOVER
Notary Public — Notary Seal
STATE OF MISSOURI
St. Louis County
My Commission Expires: August 10, 2003