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OFFICE OF COMMERCE  
and Trademark

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

J. C. Penney Company, Inc.

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

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

3. Nature of conveyance:

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

Execution Date: March 8, 2002

2. Name and address of receiving party(ies)

Name: J. C. Penney Private Brands, Inc.

Internal Address: MS:1115 Legal Dept.

Street Address: 6501 Legacy Drive

City: Plano State: Tx Zip: 75024-3698

- 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2,286,155

ARIZONA ORIGINALS

Additional number(s) attached  Yes  No

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

Name: Alan S. Langer, Esq.

Internal Address: Legal Dept. A1 MS: 1115

Street Address: J. C. Penney Corporation, Inc.

6501 Legacy Drive

City: Plano State: Tx Zip: 75024-3698

6. Total number of applications and registrations involved: 11

7. Total fee (37 CFR 3.41).....\$290.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

100335

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

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.

Alan S. Langer  
Name of Person Signing

Signature

March 8, 2002  
Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

01/2002 TDIQZ1 00000224 100335 2286155

TC:481

40.00 CH

250.00 CH

TRADEMARK  
REEL: 002473 FRAME: 0100

**JCPENNEY PRIVATE BRANDS, INC.**

<b>TRADEMARK</b>	<b>SERIAL #</b>	<b>REG #</b>
BAY TWILL		2,302,728
COMMUNICATOR		2,386,589
DELICATES SPA		2,376,000
HUNT CLUB		2,296,888
HUNT CLUB		2,314,985
SMOOTH TOUCH		2,294,303
SUBTLE SHAPER		2,344,117
SUBTLE SHAPER DESIGN		2,367,029
NOISE		2,390,482
STAFFORD TRAVELER PLUS		2,317,522

**SUPPORTING DOCUMENTATION FOR TRADEMARK  
CHANGE OF NAME DOCUMENTS IS**

**NO LONGER REQUIRED**

**UNDER THE**

**TRADEMARK LAW TREATY ACT**

**EFFECTIVE**

**OCTOBER 30, 1999**