

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	License

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Kathleen Doxer		08/03/2003	INDIVIDUAL:

RECEIVING PARTY DATA

Name:	Retail Therapy LLC
Street Address:	24 Wilson Way
City:	Westwood
State/Country:	MASSACHUSETTS
Postal Code:	02090
Entity Type:	Limited Liability Corporation: MASSACHUSETTS

PROPERTY NUMBERS Total: 29

Property Type	Number	Word Mark
Registration Number:	1442192	ALAIN GERARD
Registration Number:	1720382	BOMBACHA BY SWEET BABY JANE
Registration Number:	2445623	CASH BACK NO FLAK!
Registration Number:	1054745	CECILY
Registration Number:	1196877	
Registration Number:	1057697	EJE
Registration Number:	1154035	EJE SEPARATES
Registration Number:	1154036	EJE SEPARATES
Registration Number:	1356880	EJE SPORT
Registration Number:	1973392	EMILY MEYER
Registration Number:	992881	EMILY, JUST EMILY.
Registration Number:	1802380	FRUGAL FANNIE'S
Registration Number:	1912000	FRUGAL FANNIE'S
Registration Number:	2282661	FRUGAL FOOTWEAR
Registration Number:	1646357	FRUGAL'S

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Registration Number:	1344562	HENLEY
Registration Number:	1033091	JASMINE TEAS
Registration Number:	2109911	JE NE SAIS QUOI
Registration Number:	1800874	JOHN MEYER
Registration Number:	2329539	MALL STORE BUY OUT
Registration Number:	954117	PLAIN JANE
Registration Number:	2220456	POUBELLE
Registration Number:	1016970	ROSE HIPS
Registration Number:	2109910	SILVERY MOON
Registration Number:	1016361	SWEET BABY JANE
Registration Number:	1971481	SWEET BABY JANE
Registration Number:	2490802	THEY DON'T CALL ME FRUGAL FOR NOTHING
Registration Number:	1617697	VERMONT DRY GOODS
Registration Number:	1337274	WOW FASHION FLASH

**CORRESPONDENCE DATA**

Fax Number: (617)574-7518  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 617-482-1776  
Email: aferren@goulstonstorrs.com  
Correspondent Name: Andrew J. Ferren  
Address Line 1: 400 Atlantic Avenue  
Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	09320.0001
NAME OF SUBMITTER:	Andrew J. Ferren

Total Attachments: 3  
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## NOTICE OF TRADEMARK LICENSE

In accordance with the provisions of 37 C.F.R. §3.11, notice is hereby given of the following trademark license:

Licensor: Kathleen Doxer, a Massachusetts resident  
having an address: 257 Nahanton Street  
Newton, MA 02459

Licensee: Retail Therapy LLC, a Massachusetts limited liability company  
having an address: 24 Wilson Way  
Westwood, MA 02090

Marks: The United States trademark applications and registrations set forth in Exhibit A, attached hereto (the "Marks")

Rights Licensed: Licensor grants to Licensee, among other things, an exclusive, royalty-bearing, non-transferable license (the "Trademark License") to use the Marks in connection with retail sales of women's apparel and accessories (the "Business"). The Trademark License includes, without limitation, (i) the right to make, display, and distribute existing and new promotional materials for the retail services of the Business, such as brochures, print ads, radio spots, and Internet web site pages featuring the Marks, (ii) the right to affix the Marks to merchandise sold in the Business, and (iii) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the registrations thereof or such associated goodwill. Additional rights and restrictions relating to the Trademark License are set forth in a separate License Agreement of even date herewith by and between Licensor and Licensee (the "License Agreement").

Effective Date: August 3, 2003

Term: Perpetual duration (subject to termination per terms and conditions of License Agreement)

The complete terms and conditions of the License are set forth in the License Agreement. Nothing in this Notice of Trademark License shall modify any of the terms of the Trademark License, and to the extent that there is any inconsistency between this Notice of Trademark License and the terms of the License Agreement, the License Agreement shall govern.

[Signatures on next page]

IN WITNESS WHEREOF, the parties have executed this Notice of Trademark License under seal effective as of the Effective Date set forth above.

LICENSOR

Kathleen Doxer

Kathleen Doxer  
(Print Name)

1/30/11  
(Date Signed)

LICENSEE

Retail Therapy LLC

Orrin Doxer, Jr.

Orrin Doxer  
(Print Name)

President  
(Title)

1/30/11  
(Date Signed)

COMMONWEALTH OF MASSACHUSETTS )  
COUNTY OF Norfolk ) ss.  
)

Then personally appeared the above-named Kathleen Doxer, who being duly sworn stated that she acknowledged the foregoing instrument to be her free act and deed, before me, this 30<sup>th</sup> day of January, 2007.

Jane Batchelder Sousa  
Notary Public Jane Batchelder Sousa  
My commission expires: MAY 22, 2009

COMMONWEALTH OF MASSACHUSETTS )  
COUNTY OF Norfolk ) ss.  
)

Then personally appeared the above-named ORRIN DOXER, who being duly sworn stated that he is the President of and acknowledged the foregoing instrument to be the free act and deed of Retail Therapy LLC, before me, this 30<sup>th</sup> day of January, 2007.

Jane Batchelder Sousa  
Notary Public Jane Batchelder Sousa  
My commission expires: MAY 22, 2009

**Exhibit A**

<b>Mark</b>	<b>Serial No.</b>	<b>Reg. No</b>	<b>Filing Date</b>
ALAIN GERARD (STYLIZED LETTERS)	73/616782	1,442,192	8/25/1986
BOMBACHA BY SWEET BABY JANE	74/146903	1,720,382	3/11/1991
CASH BACK NO FLAK	75/691121	2,445,623	4/26/1999
CECILY	73/022701	1,054,745	5/28/1974
DESIGN (TREE LOGO)	73/286058	1,196,877	11/17/1980
EJE (STYLIZED LETTERS)	73/038271	1,057,697	11/27/1974
EJE SEPARATES	73/224309	1,154,035	7/23/1979
EJE SEPARATES (AND CIRCLE DESIGN)	73/224,310	1,154,036	7/23/1979
EJE SPORT (STYLIZED FORM)	73/520009	1,356,880	1/30/1985
EMILY MEYER	74/546285	1,973,392	7/6/1994
EMILY, JUST EMILY	73/004446	992,881	10/24/1973
FRUGAL FANNIE'S	73/806106	1,802,380	6/12/1989
FRUGAL FANNIE'S (AND DESIGN)	74/547276	1,912,000	7/8/1994
FRUGAL FOOTWEAR	75/401775	2,282,661	12/8/1997
FRUGAL'S	73/753317	1,646,357	9/22/1988
HENLEY	73/426191	1,344,562	5/16/1983
JASMINE TEAS	73/027815	1,033,091	7/26/1974
JE NE SAIS QUOI	75/100559	2,109,911	5/8/1996
JOHN MEYER	74/360470	1,800,874	2/18/1993
MALL STORE BUY OUT	75/692035	2,329,539	4/26/1999
PLAIN JANE	72/409442	954,117	12/6/1971
POUBELLE	75/410042	2,220,456	12/23/1997
ROSE HIPS	73/027824	1,016,970	7/26/1974
SILVERY MOON	75/100450	2,109,910	5/8/1996
SWEET BABY JANE	73/014763	1,016,361	3/1/1974
SWEET BABY JANE	74/691725	1,971,481	6/21/1995
THEY DON'T CALL ME FRUGAL FOR NOTHING	76/150447	2,490,802	10/19/2000
VERMONT DRY GOODS	73/815285	1,617,697	7/27/1989
WOW FASHION FLASH (AND DESIGN)	73/426193	1,337,274	5/16/1983