

Commissioner of Patents & Trademarks **BOX ASSIGNMENTS** Washington, D.C. 20231

FORM PTO-1618A

RECORDATION FORM COVER SHEET

U.S. DEPARTMENT OF COMMERCE

(Rev. 6-99)

TRADEMARKS ONLY

Patent and Trademark Office

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

1. Submission Type

New

Resubmission (Non-Recordation)

Document ID # _____

Correction of PTO Error

Reel # _____ Frame # _____

Corrective Document

Reel # _____ Frame # _____

2. Name of Conveying Party(ies):

TSI Brands, Inc.

4902 West Waters Avenue

Tampa, FL 33634

Individual(s)

Association

General Partnership

Limited Partnership

Corporation

Florida

Other: _____

Additional Name(s) of conveying attached? Yes No

3. Name and Address of Receiving Party(ies):

Name: Dillard's, Inc.

Street Address: 1600 Cantrell Road

City: Little Rock

State: Arkansas

Zip: 72203

Individual(s) citizenship _____

Association _____

General _____

Limited Partnership _____

Corporation

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. Nature of conveyance:

Assignment

Merger

Security Agreement

Change of Name

Other: _____

Effective Date: MARCH 12, 2004

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

A. Trademark Applicant No.(s)

78/293,504

B. Trademark Registration No.(s)

Additional Sheet attached? Yes No

6 Name and address of party to whom correspondence concerning this matter should be mailed:

CUSTOMER NUMBER 00136

JACOBSON HOLMAN

400 7th Street, N.W.

Washington, DC 20004

Tel. 202-638-6666

Attorney Docket No. 1496/T-34300USO

7. Number of applications and registrations involved: **1**

8. Total fee (37 CFR 3.41)..... \$ 40

Credit Card Payment Form enclosed

Should this form become detached or the amount be insufficient, please charge our Deposit Account. No. **06-1358**

DO NOT USE THIS SPACE

10. 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.

Simor L. Moskowitz

Name of Person Signing

Signature

April 9, 2004

Date

Total number of pages excluding cover sheet:

1

TRADEMARK ASSIGNMENT

This Assignment is made on March 12, 2004 between TSI Brands, Inc., a Florida corporation, whose principal place of business is 4902 West Waters Avenue, Tampa, FL 33634 ("Assignor"), and Dillard's Inc., a Delaware corporation, whose principal place of business is 1600 Cantrell Road, Little Rock, AR 72203 ("Assignee").

WHEREAS, Assignor has used and is the owner of the trademark NATURAL FIT in connection with apparel (hereinafter referred to as the "Assigned Trademark"); and

WHEREAS, Assignee is desirous of acquiring any and all rights that Assignor may have in and to the Assigned Trademark, including United States Trademark Serial No. 78/293,504 together with the goodwill of the business pertaining thereto; and

WHEREAS, Assignor hereby represents and warrants to the Assignor that it has good and marketable title in and to the Assigned Trademark and that it has the right to transfer the same.

NOW THEREFORE, for the good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignor its entire right, title and interest in and to the Assigned Trademark, together with the whole of the goodwill of the business pertaining thereto to be held and enjoyed by Assignee for its own use and enjoyment of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale would not have been made; together with all claims and damages by reason of past infringement of the Assigned Trademark with the right to sue for and collect the same for its own use and on behalf of its successors, assigns or other legal representatives.

IN TESTIMONY WHEREOF, Assignor has caused its name to be signed and its seal affixed, by its duly authorized officer, this 12th day of March, 2004.

TSI BRANDS, INC.

By: 

Name: Richard J. Domino

Its: Executive Vice President

State of Florida
County of Hillsborough

On this 12th day of March, 2004, before me personally appeared Richard J. Domino who is personally known to me to be the Executive Vice President of TSI Brands, Inc., the corporation described in and which executed the foregoing assignment and that he signed said instrument on behalf of said corporation by like authority.



Jane C. Marlow
My Commission DD236119
Expires October 10, 2007


Notary