

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|  |  |                           |                    |
|--|--|---------------------------|--------------------|
| <b>SUBMISSION TYPE:</b>                                    | NEW ASSIGNMENT   |                           |                    |
| <b>NATURE OF CONVEYANCE:</b>                               | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                           |                    |
| <b>CONVEYING PARTY DATA</b>                                |  |                           |                    |
| <b>Name</b>  | <b>Formerly</b>  | <b>Execution Date</b>     | <b>Entity Type</b> |
| The Elder-Beerman Stores Corp.                             |  | 06/22/2004                | CORPORATION: OHIO  |
| <b>RECEIVING PARTY DATA</b>                                |  |                           |                    |
| <b>Name:</b>   | The Bon-Ton Trade Corp.  |                           |                    |
| <b>Street Address:</b>                                     | 300 Delaware Avenue  |                           |                    |
| <b>City:</b>   | Wilmington   |                           |                    |
| <b>State/Country:</b>                                      | DELAWARE   |                           |                    |
| <b>Postal Code:</b>  | 19801  |                           |                    |
| <b>Entity Type:</b>  | CORPORATION: DELAWARE  |                           |                    |
| <b>PROPERTY NUMBERS Total: 1</b>                           |  |                           |                    |
| <b>Property Type</b>                                       | <b>Number</b>  | <b>Word Mark</b>          |                    |
| <b>Serial Number:</b>                                      | 78136546   | SMART LOOKS, SMART PRICES |                    |
| <b>CORRESPONDENCE DATA</b>                                 |  |                           |                    |
| <b>Fax Number:</b>   | (513)421-7269  |                           |                    |
|  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                           |                    |
| <b>Phone:</b>  | 513/241-2324   |                           |                    |
| <b>Email:</b>  | cwitte@whepatent.com   |                           |                    |
| <b>Correspondent Name:</b>                                 | Thomas W. Flynn  |                           |                    |
| <b>Address Line 1:</b>                                     | 441 Vine Street  |                           |                    |
| <b>Address Line 2:</b>                                     | 2700 Carew Tower   |                           |                    |
| <b>Address Line 4:</b>                                     | Cincinnati, OHIO 45202   |                           |                    |
| <b>ATTORNEY DOCKET NUMBER:</b>                             | ELDTF-135T2-319  |                           |                    |
| <b>NAME OF SUBMITTER:</b>                                  | Thomas W. Flynn  |                           |                    |
| <b>Total Attachments: 1</b><br>source=Assignment#page1.tif |  |                           |                    |

CH \$40.00 78136546

ASSIGNMENT OF TRADEMARK APPLICATION

WHEREAS, The Elder-Beerman Stores Corp., an Ohio corporation with offices at 3155 El-Bee Road, Dayton, Ohio, 45439, ("Assignor"), has adopted, used, and is using in commerce the following trademark, and has applied for registration thereof:

SMART LOOK, SMART PRICES U.S. Ser. No. 78/136,546

(the "Mark"); and

WHEREAS, The Bon-Ton Trade Corp., a Delaware corporation, with offices at 300 Delaware Avenue, Wilmington, Delaware, 19801 ("Assignee"), is desirous of acquiring all right, title and interest in and to the Mark, the application, any registration issuing therefrom, and the goodwill associated with the Mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, assignor hereby sells, assigns and transfers to Assignee, all worldwide right, title and interest in and to (i) the Mark, (ii) the application for registration and any registration issuing therefrom, (iii) all income, royalties, damages and payments now or hereafter due or payable with respect to the Mark, (iv) all rights of action arising from the Mark, including all claims for damages by reason of past, present and future infringement of the Mark and the right to sue and collect damages for such infringement, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor, had this assignment not been made, and (v) the goodwill of the business symbolized by the Mark.

Dated June 22, 2004

ASSIGNOR  
The Elder-Beerman Stores Corp.

By [Signature]  
Robert Stern  
Vice President

STATE OF PENNSYLVANIA )  
) SS:  
COUNTY OF YORK )

Subscribed and sworn to before me on this 22nd day of June, 2004.

[Signature]  
Notary Public

