

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Al's Formal Wear of Houston, Ltd.		08/01/2004	LIMITED PARTNERSHIP: TEXAS

RECEIVING PARTY DATA	
Name:	BridesMart, L.P.
Street Address:	1301 Virginia Drive, Suite 110
City:	Ft. Washington
State/Country:	PENNSYLVANIA
Postal Code:	19034
Entity Type:	LIMITED PARTNERSHIP: TEXAS

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Serial Number:	74681360	BRIDESMART
Serial Number:	74683910	BRIDESMART

CORRESPONDENCE DATA

Fax Number: (215)241-8844
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 215-241-8866
 Email: lbarnard@lawsgr.com
 Correspondent Name: Stanley P. Jaskiewicz, Esquire
 Address Line 1: 1635 Market Street, 7th Floor
 Address Line 4: Philadelphia, PENNSYLVANIA 08002

NAME OF SUBMITTER:	Lianne Barnard
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Total Attachments: 3
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OP \$65.00 74681360

ASSIGNMENT OF TRADE RIGHTS

This ASSIGNMENT OF TRADE RIGHTS (the "Assignment") is entered into by and between AL'S FORMAL WEAR OF HOUSTON, LTD., a Texas limited partnership, GAYLOR GROUP, LTD., a Texas limited partnership, and FORMAL SPECIALISTS, LTD., a Texas limited partnership, all three limited partnerships d/b/a BRIDESMART and/or LOUISE BLUM (collectively "Assignor"), having their principal place of business in Houston, Texas and BRIDESMART, L.P., a Texas limited partnership, having its principal place of business in Fort Washington, Pennsylvania ("Assignee"). All capitalized terms used herein shall have the same meanings ascribed to them as in the Purchase Agreement (as hereinafter defined).

W I T N E S S E T H:

WHEREAS, Assignor and Assignee's affiliate, Alfred Angelo, Inc., entered into an Asset Purchase Agreement dated April 6, 2004 (the "Purchase Agreement") whereby Assignor agreed to transfer and assign its interest in the Trade Rights (as hereinafter defined) to Assignee, subject to any required third party approval; and

WHEREAS, Assignee is desirous of acquiring any and all Trade Rights of Assignor related to the Transaction;

NOW, THEREFORE, in consideration of the premises stated above which are incorporated herein as if fully set forth below and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby ASSIGN, TRANSFER AND DELIVER unto said Assignee, the Trade Rights, including the goodwill of the business associated with the Trade Rights.

"Trade Rights" are defined herein and in the Agreement to mean all of Seller's right, title and interest in and to the trade names, trademarks, service marks and logos "BRIDESMART" and "LOUISE BLUM" and U.S. Registration 2,177,080 for the mark "BRIDESMART" and U.S. Registration 2,129,272 for the mark "BRIDESMART AND DESIGN" and Mexican Registration 644183 for "BRIDESMART AND

DESIGN” and the goodwill of Seller’s business, goods and services symbolized thereby, including telephone numbers for BRIDESMART and LOUISE BLUM and the internet addresses of bridesmart.com and louiseblum.com. The term “Trade Rights” specifically excludes all right, title and interest in and to the trade names, trademarks, service marks and logos “BRIDE ’N FORMAL” and “BRIDAL WAREHOUSE” as Seller has not been in continuous use of these trade names.

This Assignment is dated the 30th day of July, 2004, and is effective for all purposes as of the 1st day of August, 2004 at 12:01 A.M. Central Standard Time.

ASSIGNOR:

AL’S FORMAL WEAR OF HOUSTON, LTD., a Texas limited partnership

By: GAYLOR PARTNERS G.P., L.L.C., a Texas limited liability company, its General Partner

By: Stuart Gaylor
Stuart Gaylor, President

GAYLOR GROUP, LTD., a Texas limited partnership

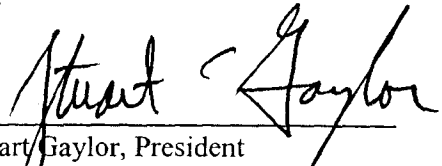
By: GAYLOR PARTNERS G.P., L.L.C., a Texas limited liability company, its General Partner

By: Stuart Gaylor
Stuart Gaylor, President

FORMAL SPECIALISTS, LTD., a Texas limited partnership

By: Al's Formal Wear of Houston, Ltd., a Texas limited partnership, its General Partner

By: Gaylor Partners G.P. L.L.C., a Texas limited liability company, its General Partner

By: 
Stuart Gaylor, President

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