

TRADEMARK ASSIGNMENT

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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
The Walking Company		03/09/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	Big Dog Holdings, Inc.
Street Address:	121 Gray Avenue
City:	Santa Barbara
State/Country:	CALIFORNIA
Postal Code:	93101
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10		
Property Type	Number	Word Mark
Registration Number:	1641792	THE WALKING STORE
Registration Number:	1854353	THE WALKING COMPANY
Registration Number:	1868904	THE WALKING COMPANY
Registration Number:	2037633	WE SEARCH THE WORLD OVER SO YOU CAN WALK THE WORLD IN COMFORT
Registration Number:	2070289	WALKING ISN'T FOR WIMPS
Registration Number:	2178776	THE WALKING CO.
Registration Number:	2397876	WALKING CO
Registration Number:	2397877	WALKING CO-
Registration Number:	2399171	ZANTE
Registration Number:	2492669	WALKING CO.

CORRESPONDENCE DATA	
Fax Number:	(805)962-9460
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	805 963-8727 x 1218

OP \$265.00 1641792

Email: shirleya@bigdogs.com
Correspondent Name: Anthony J. Wall
Address Line 1: 121 Gray Avenue
Address Line 4: Santa Barbara, CALIFORNIA 93101

ATTORNEY DOCKET NUMBER:

TWC ASSIGNMENTS

NAME OF SUBMITTER:

Shirley Adams

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as March 9, 2004 from The Walking Company, a California corporation having a principal place of business at 9453 Owensmouth Avenue, Chatsworth, California ("ASSIGNOR") to Big Dog Holdings, Inc., a Delaware corporation having a principal place of business at 121 Gray Avenue, Santa Barbara, California 93101 ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademarks ("the Marks") as described in Exhibit "A" attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Marks are used ("the Goods & Services"); and

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its rights, titles, and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S rights, titles, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the Goods & Services in respect upon which the Marks are used; (2) all future income, royalties, and damages with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be reasonably necessary for securing, completing, or vesting in ASSIGNEE full rights, titles, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment as of the day and year first written above.







The Walking Company

By: 

Name: Michael Grenley

Title: Senior Vice-President

Trademark Assignment -- Exhibit A

	Canada	35	1121514	Pending
THE WALKING STORE	U.S.	42	1641792	4/16/91
THE WALKING COMPANY	U.S.	42	1854353	9/13/94
THE WALKING COMPANY	U.S.	25	1868904	12/20/94
	Canada	35	456587	4/19/96
WE SEARCH THE WORLD OVER SO YOU CAN WALK THE WORLD IN COMFORT	U.S.	25	2037633	2/11/97
THE WALKING COMPANY	Australia	25	680340	2/28/97
WALKING ISN'T FOR WIMPS	U.S.	25	2070289	6/10/97
THE WALKING COMPANY	Australia	42	680341	10/20/97
THE WALKING COMPANY	Canada	25, 35	496512	6/19/98
THE WALKING STORE	Japan	25	3126081	7/27/98
THE WALKING CO	U.S.	9, 16, 18	2178776	8/4/98
	U.S.	9, 16, 18	2178777	8/4/98
THE WALKING COMPANY	Europe	9, 25	000500850	2/16/99
WALKING CO	U.S.	35	2397876	10/24/00
	U.S.	35	2397877	10/24/00
ZANTE	U.S.	25	2399171	10/31/00
ZANTE	Japan	25	4434993	11/24/00
THE WALKING COMPANY	Japan	25	4443530	1/5/01
WALKING CO and Design	Brazil	25	824048016	6/27/01
ZANTE	Europe	14, 18, 25	001238146	7/9/01
	U.S.	35	2492669	9/25/01
	Europe	25, 28, 35	002084150	11/12/03

TRADEMARK