

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/01/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Cadillac Shoe Products, Inc.		12/07/2004	CORPORATION:

RECEIVING PARTY DATA

Name:	Excelda Manufacturing Company
Street Address:	12785 Emerson Drive
City:	Brighton
State/Country:	MICHIGAN
Postal Code:	48116
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	872385	CADILLAC
Registration Number:	1245404	TRI-SOX
Registration Number:	1265029	INSTA-SHINE
Registration Number:	1299154	C CADILLAC THE SHOE EXPERT'S CHOICE
Registration Number:	1353591	CADILLAC
Registration Number:	1369723	C CADILLAC THE SHOE EXPERT'S CHOICE
Registration Number:	1476045	SURE WALKERS
Registration Number:	1504014	LIFT SAVERS
Registration Number:	1550602	TOTAL SHOE CARE
Registration Number:	1567305	SAFE SOLES
Registration Number:	1752665	TERMINATOR

CORRESPONDENCE DATA

CH \$290.00 872385

Fax Number: (248)258-1439
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2485933019
Email: fox@butzel.com, clemens@butzel.com
Correspondent Name: William J. Clemens
Address Line 1: 100 Bloomfield Hills Pkwy., Suite 200
Address Line 2: Butzel Long
Address Line 4: Bloomfield Hills, MICHIGAN 48304

NAME OF SUBMITTER:	William J. Clemens
Signature:	/william j clemens/
Date:	01/19/2005

Total Attachments: 2
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NUNC PRO TUNC ASSIGNMENT

WHEREAS CADILLAC SHOE PRODUCTS, INC., a Michigan corporation, having a place of business at Wixom, Michigan, is the owner of the trademark registrations:

United States Trademark Registration No. 872,385, dated July 8, 1969;
United States Trademark Registration No. 1,245,404, dated July 12, 1983;
United States Trademark Registration No. 1,265,029, dated January 24, 1984;
United States Trademark Registration No. 1,299,154, dated October 9, 1984;
United States Trademark Registration No. 1,353,591, dated August 13, 1985;
United States Trademark Registration No. 1,369,723, dated November 12, 1985;
United States Trademark Registration No. 1,476,045, dated February 9, 1988;
United States Trademark Registration No. 1,504,014, dated September 13, 1988;
United States Trademark Registration No. 1,550,602, dated August 1, 1989;
United States Trademark Registration No. 1,567,305 dated November 21, 1989;
United States Trademark Registration No. 1,752,665 dated February 16, 1993;

and is the owner of the trademarks represented thereby; and

WHEREAS EXCELDA MANUFACTURING COMPANY, a corporation of the State of Michigan, having a place of business at 12785 Emerson Dr., Brighton, MI 48116, purchased certain assets including the related goodwill of Cadillac Shoe Products, Inc. on December 1, 2004;

Now, Therefore, effective December 1, 2004 in consideration of and in exchange for good and valuable consideration to it paid, the receipt of which is hereby acknowledged, Cadillac Shoe Products, Inc. does sell, assign and transfer, unto said Excelda Manufacturing Company the entire right, title and interest in and to the said trademarks and the above-identified registrations together with the goodwill of the business in connection with which said marks are used.

Cadillac Shoe Products, INC.

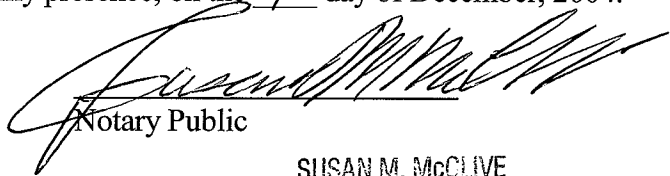
By Marilyn Beckham
Name Marilyn Beckham
Title President

NUNC PRO TUNC ASSIGNMENT

Date: December 7, 2004

State of Michigan)
County of OAKLAND) ss:

Before me personally appeared MARILYN BECKHAM, to me known to be the PRESIDENT of Cadillac Shoe Products, Inc., on the 7 day of December 2004, who signed the foregoing instrument in my presence, on the 7 day of December, 2004.



Notary Public

SUSAN M. McCLIVE
Notary Public, Oakland County, MI
My Commission Expires Dec. 5, 2006