

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
David D Mackey		06/07/2005	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Big Fly, Inc.		
Street Address:	2192 Richmond Road		
City:	Beachwood		
State/Country:	OHIO		
Postal Code:	44122		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2880988	BIG FLY	
Registration Number:	2878719	BIG FLY JEANS	
CORRESPONDENCE DATA			
Fax Number:	(216)241-1666		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	216-861-5582		
Email:	uspto@faysharpe.com		
Correspondent Name:	Colleen F. Goss		
Address Line 1:	1100 Superior Avenue		
Address Line 2:	Seventh Floor		
Address Line 4:	Cleveland, OHIO 44114		
NAME OF SUBMITTER:	Colleen F. Goss		
Signature:	/colleenfgoss/		
Date:	07/07/2005		

OP \$65.00 2880988

Total Attachments: 2

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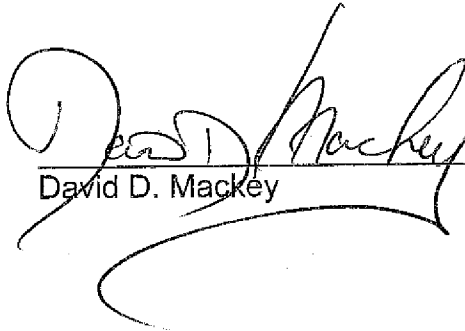
This Trademark Assignment is made as of June 7, 2005 by and between David D. Mackey, 2191 Richmond Road, Beachwood, Ohio 44122 ("Assignor"), and Big Fly, Inc., an Ohio corporation, 2191 Richmond Road, Beachwood, Ohio 44122 ("Assignee").

Whereas, Assignor is the owner of the trademarks and U.S. applications and registrations therefor, listed on Exhibit A attached hereto ("Trademarks");

Whereas, Assignor is desirous of conveying and Assignee is desirous of acquiring the entire right, title and interest of Assignor in and to the Trademarks, together with the goodwill of the business in connection with which the Trademarks are used and the applications and registrations therefor;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer, and convey, to Assignee, its successors and assigns, the entire right, title and interest in and to the Trademarks and the applications and registrations therefor, together with the goodwill of the business in connection with which said marks are used.

In witness whereof, David D. Mackey has executed this Assignment as of the date first above written.


David D. Mackey

Trademark	Registration Date (Filing Date)	Registration Number (Serial Number)
BIG FLY	September 7, 2004	2,880,988
BIG FLY JEANS	August 31, 2004	2,878,719