

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	07/31/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Sydoog, Inc.		07/18/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Sydoog, LLC
Street Address:	1007 Orange Street
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	limited liability company: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	1606015	GOODY'S FAMILY CLOTHING
Registration Number:	2433048	GOODY'S
Registration Number:	2230045	GOODY'S LOW PRICE!! DEPARTMENT STORE STYLES DEPARTMENT STORE BRANDS
Registration Number:	1949198	GOODYS FAMILY CLOTHING
Registration Number:	2529306	GOODY'S

CORRESPONDENCE DATA

Fax Number: (865)523-4478
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 8655464305
 Email: RFOX@LNG-PATENT.COM
 Correspondent Name: Luedeka Neely & Graham PC
 Address Line 1: P O Box 1871
 Address Line 4: Knoxville, TENNESSEE 37901

CH \$140.00 1606015

NAME OF SUBMITTER:	Robert O. Fox, Esq.
Signature:	/Robert O. Fox/
Date:	08/01/2005
Total Attachments: 2 source=49635.00.topto.2005.08.01.assignment from Sydoog Inc to Sydoog LLC#page1.tif source=49635.00.topto.2005.08.01.assignment from Sydoog Inc to Sydoog LLC#page2.tif	

ASSIGNMENT OF MARKS AND REGISTRATIONS THEREOF

WHEREAS, SYDOOG, INC., a corporation of the State of Delaware, with a business address at 1007 Orange Street, Wilmington, Delaware 19801 (hereinafter "Assignor"), has registered the below listed Marks in the United States Patent & Trademark Office:

Registration No. 1,606,015 Registration Date: 07/10/1990 Mark: GOODY'S FAMILY CLOTHING	Registration No. 1,949,198 Registration Date: 01/16/1996 Mark: GOODY'S FAMILY CLOTHING (& Design) 
Registration No. 2,433,048 Registration Date: 03/06/2001 Mark: GOODY'S	Registration No. 2,529,306 Registration Date: 01/15/2002 Mark: GOODY'S
Registration No. 2,230,045 Registration Date: 03/09/1999 Mark: GOODY'S LOW PRICE!! DEPARTMENT STORE STYLES DEPARTMENT STORE BRANDS (& Design)	

WHEREAS, SYDOOG, LLC, a limited liability company of the State of Delaware, with a business address at 1007 Orange Street, Wilmington, Delaware 19801, (hereinafter "Assignee"), is desirous of acquiring all of Assignor's rights in said Marks and the above-identified registrations for the same.

Both the Assignor and the Assignee are wholly owned subsidiaries of GOODY'S FAMILY CLOTHING, INC., a corporation of the State of Tennessee, with a business address at 400 Goody's Lane, Knoxville, TN 37922.

NOW, THEREFORE, in consideration of \$10.00 in hand paid and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby does assign unto Assignee, **EFFECTIVE AS OF JULY 31, 2005**, all of Assignor's right, title and interest in and to the above identified marks and registrations for the marks,

together with any and all portions of Assignor's business pertaining to the marks, the goodwill associated therewith, and all rights of action for infringement thereof..

SYDOOG, INC.

Date July 18, 2005 By Francis Jacobs
Francis B. Jacobs, II
President

STATE OF DELAWARE)
) ss
COUNTY OF NEW CASTLE)

Before me, a notary public of the state and county mentioned, personally appeared FRANCIS B. JACOBS, II with whom I am personally acquainted, and who, upon oath, acknowledged himself to be President of Sydoog, Inc., the within named party, a corporation of the State of Delaware, and that he, as such Officer, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by himself as President.

WITNESS my hand and seal, at office in Wilmington, Delaware this 18th day of July, 2005.

Ellen J. Scherr
Notary Public
ELLEN J. SCHERR
NOTARY PUBLIC
STATE OF DELAWARE
My commission expires: My Commission Expires Dec. 7, 2008

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