

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |                    |
|----------------------------------|--|-----------------------|--------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                       |                    |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                    |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                    |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b> |
| Claire's Folly, Inc.             |  | 08/02/2005            | CORPORATION: OHIO  |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                    |
| <b>Name:</b>                     | CBI Distributing Corporation   |                       |                    |
| <b>Street Address:</b>           | 1209 West Orange Street  |                       |                    |
| <b>Internal Address:</b>         | Corporation Trust Center   |                       |                    |
| <b>City:</b>                     | Wilmington   |                       |                    |
| <b>State/Country:</b>            | DELAWARE   |                       |                    |
| <b>Postal Code:</b>              | 19801  |                       |                    |
| <b>Entity Type:</b>              | CORPORATION: DELAWARE  |                       |                    |
| <b>PROPERTY NUMBERS Total: 4</b> |  |                       |                    |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                    |
| <b>Serial Number:</b>            | 78442786   | CLAIRE'S FOLLY        |                    |
| <b>Serial Number:</b>            | 78442351   | CLAIRE'S TREASURES    |                    |
| <b>Serial Number:</b>            | 78433957   | CLAIRE'S FOLLY        |                    |
| <b>Registration Number:</b>      | 2813344  | CLAIRE                |                    |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                    |
| <b>Fax Number:</b>               | (617)646-8646  |                       |                    |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                    |
| <b>Phone:</b>                    | 617-646-8000   |                       |                    |
| <b>Email:</b>                    | lwmtrademarks@wolfgreenfield.com   |                       |                    |
| <b>Correspondent Name:</b>       | Lisa W. Martin   |                       |                    |
| <b>Address Line 1:</b>           | 600 Atlantic Avenue  |                       |                    |
| <b>Address Line 4:</b>           | Boston, MASSACHUSETTS 02210  |                       |                    |
| <b>ATTORNEY DOCKET NUMBER:</b>   | C0641.20262US00  |                       |                    |

CH \$115.00 78442786

|  |                |
|--|----------------|
| NAME OF SUBMITTER:   | Lisa W. Martin |
| Signature:   | /lwm/          |
| Date:  | 10/11/2005     |
| Total Attachments: 3<br>source=C0641.50052US00clairesfollyassign#page1.tif<br>source=C0641.50052US00clairesfollyassign#page2.tif<br>source=C0641.50052US00clairesfollyassign#page3.tif |                |

## ASSIGNMENT

WHEREAS, Claire's Folly, Inc., a corporation of Ohio having an office and place of business in Middleburg Heights, Ohio, and who is currently subject to the jurisdiction of the Court of Common Pleas, Cuyahoga County, Ohio, Judge Jose A. Villanueva. in *Ohio Dept. of Commerce v. Schneider, et al.*, Case No. CV-04-548887, has adopted, used and/or filed intent-to-use applications in the United States Patent and Trademark Office for the following trademark Registrations and Applications:

### SCHEDULE OF TRADEMARKS

| MARK                    | REG. NO.<br>(APL. NUMBER) | REG. DATE<br>(FILING DATE) |
|-------------------------|---------------------------|----------------------------|
| CLAIRE'S FOLLY & Design | (78/442,786)              | (June 29, 2004)            |
| CLAIRE'S TREASURES      | (78/442,351)              | (June 28, 2004)            |
| CLAIRE'S FOLLY          | (78/433,957)              | (June 11, 2004)            |
| CLAIRE                  | 2,813,344                 | February 10, 2004          |

WHEREAS, CBI Distributing Corporation, a corporation of Delaware, having an office and place of business at Corporation Trust Center, 1209 West Orange Street, Wilmington, Delaware 19801 is desirous of acquiring said marks and the registrations therefor.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Claire's Folly, Inc. without representations or warranties with respect to said trademarks or the title thereto does hereby assign, transfer and convey, unto the said CBI Distributing Corporation, all rights, title and interest in and to the said marks, registrations and applications therefor, including common law rights, together with the goodwill of the business symbolized by said marks and the registration therefor, and the business to which the marks pertain, including all rights to sue and recover for damages and profits and all other remedies for past infringements thereof.

Claire's Folly, Inc. further agrees to execute all documents requested in the future to complete transfer of the registrations in accordance with the spirit of this agreement.

For and on behalf of Claire's Folly, Inc.,  
by Matthew Fornshell, duly appointed receiver

August 2, 2005  
Date

By: Matthew L. Fornshell  
Name: Matthew L. Fornshell  
Title: Receiver

STATE OF :  
COUNTY OF :

Personally appeared before me Matthew Fornshell, who represented himself to be duly appointed receiver in the Court of Common Pleas, Cuyahoga County, Ohio, Case No. CY-04-548887. Subscribed to and sworn before me this 2nd day of August 2005

SEAL

Barbara J. Spencer  
Notary Public  
My Commission Expires 6-8-09



BARBARA J. SPENCER  
Notary Public,  
State of Ohio  
My Commission Expires  
06-08-09

CBI Distributing Corporation

9/7/05  
Date

By: *B. Surdan*

Name:  
Title: **BARBARA SURDAN**  
**VICE PRESIDENT OF STRATEGIC PLANNING**

STATE OF : Illinois  
COUNTY OF : COOK

Subscribed to and sworn before me this 7th day of September, 2005

SEAL  
*Cynthia A. Machonis*  
Notary Public  
My Commission Expires 5/10/08

