

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
Bradlees Stores, Inc.		04/11/2005	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Branded, LLC		
Street Address:	956 Highland View, NE		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30306		
Entity Type:	LIMITED LIABILITY COMPANY: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75531467	THE GARDEN GATE	
CORRESPONDENCE DATA			
Fax Number:	(678)406-8807		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	678-406-8707		
Email:	mpowell@bakerdonelson.com		
Correspondent Name:	Michael J. Powell		
Address Line 1:	Five Concourse Parkway, Suite 900		
Address Line 4:	Atlanta, GEORGIA 30328		
ATTORNEY DOCKET NUMBER:	2170418		
NAME OF SUBMITTER:	Michael J. Powell		
Signature:	/michael j. powell/		
Date:	01/30/2006		

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Total Attachments: 1
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ASSIGNMENT

Whereas, Branded, LLC, a Georgia corporation having a principal business address at 956 Highland View NE, Atlanta, GA 30306 is desirous of acquiring the entire right, title and interest in and to the mark THE GARDEN GATE and U.S. Trademark Application Serial No. 75531467;

Now, Therefore, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Bradlees Stores, Inc., a Massachusetts corporation formerly having a principal business address at One Bradlees Circle, Braintree, Massachusetts 02184, does hereby assign to Branded, LLC the entire right, title and interest in and to the mark THE GARDEN GATE and U.S. Trademark Application Serial No. 75531467, together with the goodwill of the business symbolized by that mark.

BRADLEES STORES, INC.

By: 
Name: Peter Thorner
Title: Chairman and CEO

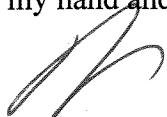
Date: April 11, 2005.

STATE OF New York
COUNTY OF New York

Before me, a Notary Public in and for the County and State aforesaid, on this 11th day of April, 2005, personally appeared Peter Thorner, known to me to be the same person whose name is subscribed to the foregoing Assignment, who being duly sworn acknowledged that he signed, sealed and delivered the said Assignment as his free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal.

NOTARY PUBLIC
(SEAL)
My Commission Expires: _____


NATHAN A. HAYNES
Notary Public, State of New York
No. 02HA6028441
Qualified in Westchester County
Commission Expires 08/02/2005