

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: 11

Property Type	Number	Word Mark
Registration Number:	1353394	BRADLEES
Registration Number:	1474274	B.O.G.
Registration Number:	0893917	BRADLEES
Registration Number:	1482447	REBECCA LYNN
Registration Number:	1545423	EXCHANGE UNLIMITED
Registration Number:	1515476	SUN SCAPES
Registration Number:	1637524	TRIMMINGS ETC.
Registration Number:	1679885	TINY TOES
Registration Number:	2313822	EXCHANGE SPORT
Registration Number:	2380057	ALL ATTITUDE
Registration Number:	2375427	CASUAL KITCHEN

CORRESPONDENCE DATA

Fax Number: (740)967-5143

900043254

**TRADEMARK
 REEL: 003256 FRAME: 0907**

OP \$290.00 1353394

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 740-967-2261
Email: JeffMFurr@aol.com
Correspondent Name: Jeffrey M. Furr
Address Line 1: 253 N. Main Street
Address Line 4: Johnstown, OHIO 43031

NAME OF SUBMITTER:	Jeffrey M. Furr
Signature:	/jmf/
Date:	03/01/2006

Total Attachments: 11
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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 BRADLEES and U.S. Trademark Registration No. 1353394;

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 BRADLEES and U.S. Trademark Registration No. 1353394, together with the goodwill of the business symbolized by that mark.

BRADLEES STORES, INC.

By: *Peter Thorne*
Name: Peter Thorne
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 Thorne, 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


NATHAN A. HAYNES
Notary Public, State of New York
No. 0211A6028441
Qualified in Westchester County
Commission Expires 08/02/20 05

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 BRADLEES and U.S. Trademark Registration No. 0893917;

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 BRADLEES and U.S. Trademark Registration No. 0893917, 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 08/02/2025

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 B.O.G and U.S. Trademark Registration No. 1474274;

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 B.O.G and U.S. Trademark Registration No. 1474274, 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. [unclear]
Notary Public, State of New York
No. 0211A6028441
Qualified in Westchester County
Commission Expires 08/02/2005

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 REBECCA LYNN and U.S. Trademark Registration No. 1482447;

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 REBECCA LYNN and U.S. Trademark Registration No. 1482447, together with the goodwill of the business symbolized by that mark.

BRADLEES STORES, INC.

By: *Peter Thorne*
Name: Peter Thorne
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 Thorne, 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.

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NOTARY PUBLIC
(SEAL)
My Commission Expires: _____

Nathan A. Haynes

NATHAN A. HAYNES
Notary Public, State of New York
No. 0211A6028441
Qualified in Westchester County
Commission Expires 08/02/2005

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 EXCHANGE UNLIMITED and U.S. Trademark Registration No. 1545423;

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 EXCHANGE UNLIMITED and U.S. Trademark Registration No. 1545423, together with the goodwill of the business symbolized by that mark.

BRADLEES STORES, INC.

By: *Peter Thorner*
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.

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NOTARY PUBLIC
(SEAL)
My Commission Expires: _____

Nathan A. Haynes
NATHAN A. HAYNES
Notary Public, State of New York
No. 02HA602844
Qualified in Westchester County
Commission Expires 08/02/05

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 SUN SCAPES and U.S. Trademark Registration No. 1515476;

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 SUN SCAPES and U.S. Trademark Registration No. 1515476, together with the goodwill of the business symbolized by that mark.

BRADLEES STORES, INC.

By: *Peter Thorner*
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.

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NOTARY PUBLIC
(SEAL)
My Commission Expires: _____

Nathan A. Haynes

NATHAN A. HAYNES
Notary Public, State of New York
No. 0211A6028441
Qualified in Westchester County
Commission Expires 08/02/2005

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 TRIMMINGS ETC. and U.S. Trademark Registration No. 1637524;

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 TRIMMINGS ETC. and U.S. Trademark Registration No. 1637524, together with the goodwill of the business symbolized by that mark.

BRADLEES STORES, INC.

By: *Peter Thorner*
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

NATHAN A. HAYNES
Notary Public, State of New York
No. 0211A6028441
Qualified in Westchester County
Commission Expires 08/12/2005

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 TINY TOES and U.S. Trademark Registration No. 1679885;

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 TINY TOES and U.S. Trademark Registration No. 1679885, together with the goodwill of the business symbolized by that mark.

BRADLEES STORES, INC.

By: *Peter Thorner*

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.

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NOTARY PUBLIC
(SEAL)
My Commission Expires: _____

Nathan A. Haynes

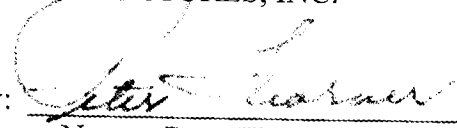
NATHAN A. HAYNES
Notary Public, State of New York
No. 0211A6028441
Qualified in Westchester County
Commission Expires 08/02/2005

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 EXCHANGE SPORT and U.S. Trademark Registration No. 2313822;

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 EXCHANGE SPORT and U.S. Trademark Registration No. 2313822, together with the goodwill of the business symbolized by that mark.

BRADLEES STORES, INC.

By: 
Name: Peter Thorner
Title: Chairman and CEO

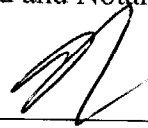
Date: April 11, 2005.

STATE OF New York
COUNTY OF New York

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(SEAL)
My Commission Expires: _____



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

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 ALL ATTITUDE and U.S. Trademark Registration No. 2380057;

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 ALL ATTITUDE and U.S. Trademark Registration No. 2380057, together with the goodwill of the business symbolized by that mark.

BRADLEES STORES, INC.

By: 

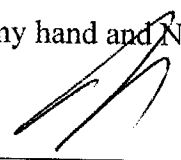
Name: Peter Thorner
Title: Chairman and CEO

Date: April 11, 2005.

STATE OF New York
COUNTY OF New York

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(SEAL)
My Commission Expires: _____

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

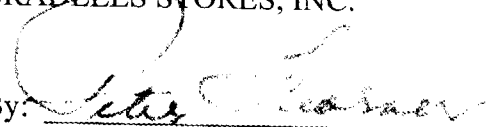
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ASSIGNMENT

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 CASUAL KITCHEN and U.S. Trademark Registration No. 2375427;

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 CASUAL KITCHEN and U.S. Trademark Registration No. 2375427, together with the goodwill of the business symbolized by that mark.

BRADLEES STORES, INC.

By: 
Name: Peter Thorner
Title: Chairman and CEO

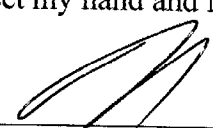
Date: April 11, 2005.

STATE OF New York
COUNTY OF New York

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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