

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
Steele & Sons, Inc.		04/26/2006	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Madewell Products Corporation		
Street Address:	7561-A Industrial Court		
City:	Alpharetta		
State/Country:	GEORGIA		
Postal Code:	30004		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0807428	MAINSTAY	
CORRESPONDENCE DATA			
Fax Number:	(770)984-0098		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	770-984-2300		
Email:	trademark@gardnergroff.com		
Correspondent Name:	Michelle E. Kandcer		
Address Line 1:	2018 Powers Ferry Road		
Address Line 2:	Suite 800		
Address Line 4:	Atlanta, GEORGIA 30339		
ATTORNEY DOCKET NUMBER:	2M01.3-030		
NAME OF SUBMITTER:	Michelle E. Kandcer		
Signature:	/mek/		
Date:	04/26/2006		

OP \$40.00 0807428

Total Attachments: 1
source=Scan3716#page1.tif

ASSIGNMENT

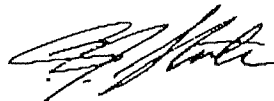
WHEARAS, Steele & Sons, Inc. (hereinafter referred to as ASSIGNOR), a Corporation of the State of Georgia, having a principle place of business at 7561-A Industrial Court, Alpharetta, Georgia 30004, has adopted, used, is using and is the owner of the mark MAINSTAY, which is registered in the U.S. Patent and Trademark Office under registration number 0807428, dated April 26, 1966; and

AND WHEREAS, Madewell Products Corporation (hereinafter referred to as ASSIGNEE), a corporation of the State of Georgia, having a principal place of business at 7561-A Industrial Court, Alpharetta, Georgia 30004, is desirous of acquiring said trademark, registration, and the goodwill symbolized by said mark;

NOW THEREFORE, for One Dollar (\$1) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, sell, and transfer unto said ASSIGNEE all right, title and interest in and to said trademark and said registration, including the right to sue and collect damages and other remedies for any past, present or future infringement of the mark, together with the good will symbolized by said trademark and registration, and the portion of the business of the ASSIGNOR to which the mark pertain.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed by its duly authorized officer on this 26th day of APRIL, 2006.

Steele & Sons, Inc.



By: _____

Print Name: C. J. STEELE

Title: PRESIDENT

STATE OF GEORGIA

Before me, a Notary Public in and for the State of GEORGIA, on this 26th day of APRIL, 2006, personally appeared C. J. STEELE of Steele & Sons, Inc., who being duly sworn, signed and acknowledged the foregoing Assignment as his/her free act and deed.

(Seal)



NOTARY PUBLIC
My Commission Expires: