

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
PEI Licensing, Inc.		04/28/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Dillard's Inc.		
Street Address:	1600 Cantrell Road		
City:	Little Rock		
State/Country:	ARKANSAS		
Postal Code:	72203		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3066733	TRAVEL SMART	
CORRESPONDENCE DATA			
Fax Number:	(202)393-5350		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202 638-6666		
Email:	dmccoy@jhip.com		
Correspondent Name:	Simor L. Moskowitz		
Address Line 1:	400 Seventh Street, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	T34961US0		
NAME OF SUBMITTER:	Simor L. Moskowitz		
Signature:	/Simor L. Moskowitz/		
Date:	06/30/2006		

OP \$40.00 3066733

Total Attachments: 1
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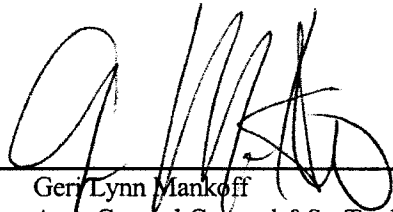
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WHEREAS, PEI Licensing, Inc., a Delaware Corporation, with its principal place of business at 3000 N.W. 107th Avenue, Miami, FL 331721 ("Assignor"), owns the Mark: TRAVEL SMART ("the Mark") for use in connection with the following goods and/or services: clothing, namely, pants; and

WHEREAS, Assignor owns Registration No. 3,066,733 for the Mark on the Principal Register of the United States Patent and Trademark Office which was registered on March 7, 2006; and

WHEREAS, Dillard's, Inc., a Delaware Corporation, with its principal place of business at 1600 Cantrell Road, Little Rock, AR 72203 ("Assignee"), desires to acquire the Mark and the above-referenced Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and Registration No. 3,066,733 together with the goodwill of the business symbolized by the Mark.


By: Geri Lynn Mankoff
Title: Asst. General Counsel & Sr. Trademark Attorney

Dated effective as of: 28th day of April, 2006.

SUBSCRIBED and SWORN to before
me this 28th of April, 2006.



Notary Public

My Commission Expires:



Carolina Gonzalez
Commission #DD177078
Expires: Jan 12, 2007
Bonded Thru
Atlantic Bonding Co., Inc.