

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Bon-Ton Trade Corp.		04/01/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	The Bon-Ton Trade, LLC
Street Address:	300 Delaware Avenue
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Serial Number:	78867113	SUSQUEHANNA TRAIL OUTFITTERS
Registration Number:	1397712	SUSQUEHANNA TRAIL OUTFITTERS
Serial Number:	76604811	CHEF'S QUARTERS
Registration Number:	1661242	THE BON-TON
Registration Number:	1680687	THE BON-TON
Registration Number:	2001829	CUDDLE BEAR
Registration Number:	2015870	JENNY BUCHANAN
Registration Number:	2006731	JENNY BUCHANAN
Registration Number:	2335651	JENNY BUCHANAN
Registration Number:	2015874	JENNY BUCHANAN
Registration Number:	2856632	MADISON & MAX
Registration Number:	2449941	MODERN ELEMENTS
Registration Number:	2585759	STO

CORRESPONDENCE DATA

900055885

TRADEMARK
REEL: 003371 FRAME: 0573

OP \$340.00 78867113

Fax Number: (215)405-2562

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

Phone: 215-977-2544

Email: lforrest@wolfblock.com

Correspondent Name: Robert F. Zielinski, Esq.

Address Line 1: 1650 Arch Street

Address Line 2: 22nd Floor

Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER:

BON060-072438

NAME OF SUBMITTER:

Robert F. Zielinski, Esq.

Signature:

/robertfzielinski/

Date:

08/17/2006

Total Attachments: 2

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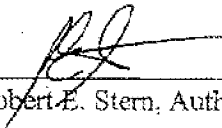
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State of Delaware
Secretary of State
Division of Corporations
Delivered 06:55 PM 03/24/2006
FILED 06:43 PM 03/24/2006
SRV 060285254 - 2286102 FILE

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT

1. The jurisdiction where the Corporation first formed is Delaware.
2. The jurisdiction immediately prior to filing this Certificate is Delaware.
3. The date the corporation first formed is January 21, 1992.
4. The name of the Corporation immediately prior to filing this Certificate is The Bon-Ton Trade Corp.
5. The name of the Limited Liability Company as set forth in the Certificate of Formation is The Bon-Ton Trade, LLC.
6. This Certificate of Conversion shall be effective April 1, 2006.

IN WITNESS WHEREOF, the undersigned has executed this Certificate on the 23rd day of March, A.D. 2006.

By 
Robert E. Stern, Authorized Person

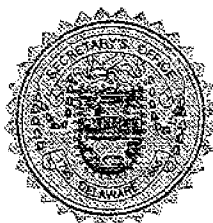
Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "THE BON-TON TRADE CORP." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "THE BON-TON TRADE CORP." TO "THE BON-TON TRADE, LLC", FILED IN THIS OFFICE ON THE TWENTY-FOURTH DAY OF MARCH, A.D. 2006, AT 6:43 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE FIRST DAY OF APRIL, A.D. 2006.



2286102 8100V

060285254

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4620545

DATE: 03-27-06