

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
GOODY'S MS, LP		08/30/2006	LIMITED PARTNERSHIP: TENNESSEE
RECEIVING PARTY DATA			
Name:	SYDOOG, LLC		
Street Address:	1007 Orange Street		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78546412	WWW.GOODYSONLINE.COM	
Serial Number:	78606925	GOODY'S 4 SHOES	
CORRESPONDENCE DATA			
Fax Number:	(865)523-4478		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	865-546-4305		
Email:	tosborne@lng-patent.com		
Correspondent Name:	Luedeka, Neely & Graham, PC		
Address Line 1:	P. O. Box 1871		
Address Line 2:	Robert O. Fox, Esq.		
Address Line 4:	Knoxville, TENNESSEE 37901		
ATTORNEY DOCKET NUMBER:	59891.M1/60122.M2		
NAME OF SUBMITTER:	Robert O. Fox		
Signature:	/robertofox/		

CH \$65.00 78546412

Date:

08/30/2006

Total Attachments: 1

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**ASSIGNMENT OF MARKS AND
APPLICATIONS FOR REGISTRATION THEREOF**

WHEREAS, GOODY'S MS, LP, a Limited Partnership of the State of Tennessee, with a business address at 400 Goody's Lane, Knoxville, TN 37922 (hereinafter "Assignor"), has filed applications in the United States Patent & Trademark Office to register the below listed Marks:

Serial No. 78/546,412 Filing Date: January 12, 2005 Mark: WWW.GOODYSONLINE.COM	Serial No. 78/606,925 Filing Date: April 12, 2005 Mark: GOODY'S 4 SHOES
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The general partner of GOODY'S MS, LP is TREBOR OF TN, LLC, a limited liability company of the State of Tennessee. The limited partner of GOODY'S MS, LP is GOFAMCLO, LLC, a limited liability company of the State of Delaware.

WHEREAS, SYDOOG, LLC, a limited liability company of the State of Delaware, with a business address at 1007 Orange Street, Wilmington, Delaware 19801, (hereinafter "Assignee"), is desirous of acquiring all of Assignor's rights in said Marks and the above-identified applications for registration of the same.

NOW, THEREFORE, in consideration of \$10.00 in hand paid and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby does assign unto Assignee, all of Assignor's right, title and interest in and to the above identified marks and applications for registration of the marks, together with any and all portions of Assignor's business pertaining to the marks, the goodwill associated therewith, and all rights of action for infringement thereof.

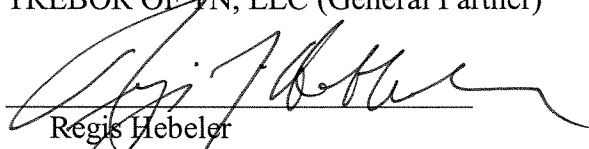
The Commissioner of Patents & Trademarks is requested to issue the certificate of registrations for the marks of the applications to Assignee SYDOOG, LLC.

GOODY'S MS, LP

By: TREBOR OF TN, LLC (General Partner)

Date Aug. 30, 2006

By


Regis Hebel
Vice President & Secretary

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