

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
Sheplers, Inc.		12/05/2006	CORPORATION: KANSAS
RECEIVING PARTY DATA			
Name:	Melophone-Consultores e Servicos, Lda		
Street Address:	Rua Dr. Brito Camara, 20-1		
City:	9000-039 Funchal (Madeira)		
State/Country:	PORTUGAL		
Entity Type:	CORPORATION: PORTUGAL		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1830404	CIMARRON CITY	
CORRESPONDENCE DATA			
Fax Number:	(212)382-0888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-382-0700		
Email:	clapolla@ostrolenk.com		
Correspondent Name:	Charles P. LaPolla		
Address Line 1:	1180 Avenue of the Americas		
Address Line 2:	7th Floor		
Address Line 4:	New York, NEW YORK 10036-8403		
ATTORNEY DOCKET NUMBER:	T/189-366 V2230		
DOMESTIC REPRESENTATIVE			
Name:	Charles P. LaPolla		
Address Line 1:	1180 Avenue of the Americas		
Address Line 2:	Ostrolenk Faber Gerb & Soffen, 7th Flr		
Address Line 4:	New York, NEW YORK 10036-8403		

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NAME OF SUBMITTER:	Charles P. LaPolla
Signature:	/charles p lapolla/
Date:	12/21/2006
Total Attachments: 1 source=189-366#page1.tif	

ASSIGNMENT

The undersigned Sheplers, Inc., a Kansas corporation having an office at 6501 West Kellogg, Wichita, Kansas 67209, U.S.A. (hereinafter called the "Assignor"), in exchange of good and valuable consideration, does hereby assign to Melophone-Consultores e Servicos, Lda., a corporation organized and existing under the laws of Portugal, with a place of business at Rua Dr. Brito Camara, 20-1, 9000-039 Funchal (Madeira), Portugal (hereinafter called the "Assignee"), its successors and assigns, any and all of its rights in the trademark CIMARRON CITY and United States Trademark Registration No. 1,830,404 for said trademark, including the goodwill of the business appertaining to the said trademark in the United States.

The undersigned agrees to execute and deliver to the Assignee further documentation, if any, as may be reasonably necessary to give effect to the assignment of rights reflected herein.

EXECUTED at Wichita, Kansas this 5 day of December, 2006.

SHEPLERS, INC.
(ASSIGNOR)

By: John T. Masley
Name: John T. Masley
Title: Exec. VP/COFO