

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	01/08/2007

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Fitappco, Inc.		01/08/2007	CORPORATION: FLORIDA

**RECEIVING PARTY DATA**

Name:	Chico's Retail Services, Inc.
Street Address:	11215 Metro Parkway
City:	Ft. Myers
State/Country:	FLORIDA
Postal Code:	33966
Entity Type:	CORPORATION: FLORIDA

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	1530976	FITIGUES
Registration Number:	1605727	FITIGUES
Registration Number:	2527071	LEMONADE FOR LIFE

**CORRESPONDENCE DATA**

Fax Number: (813)229-4133  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 813-229-4234  
 Email: trademarks@carltonfields.com  
 Correspondent Name: C. Douglas McDonald  
 Address Line 1: P.O. Box 3239  
 Address Line 4: Tampa, FLORIDA 33601-3239

ATTORNEY DOCKET NUMBER:	45291/30631/2/3
NAME OF SUBMITTER:	C. Douglas McDonald

CH \$90.00 1530976

Signature:

/C. Douglas McDonald/

Date:

01/17/2007

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

By this assignment having an effective date of January 8, 2007,  
FITAPPCO, INC. ("ASSIGNOR"), a corporation of the state of Florida having an address of  
11215 Metro Parkway, Ft. Myers, Florida 33966 in consideration of Ten Dollars (\$10.00) and  
other good and valuable consideration, receipt of which is hereby acknowledged, transfers and  
assigns to CHICO'S RETAIL SERVICES, INC. ("ASSIGNEE"), a corporation of the state of  
Florida having an address of 11215 Metro Parkway, Ft. Myers, Florida 33966, all right, title and  
interest Assignor has or may have in and to the trademarks listed on the attached Schedule A,  
including all goodwill associated therewith, along with the United States and Canadian  
Trademark registrations listed on Schedule A.

FITAPPCO, INC.

Date: 1-8-07

BY *Scott A. Edmonds*  
Scott A. Edmonds, President

ASSIGNOR

STATE OF Florida

COUNTY OF Lee

Sworn to and subscribed before me this 8<sup>th</sup> day of January, 2007, 2006.

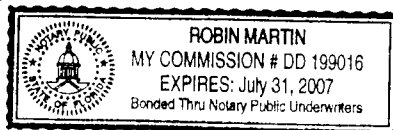
Personally known to me

Produced identification \_\_\_\_\_

*Robin Martin*  
Notary Public's Signature

(Seal)

Robin Martin  
Notary Public's Printed Name



**SCHEDULE A.**

<b>COUNTRY</b>	<b>MARK</b>	<b>SERIAL NO.</b>	<b>FILING DATE</b>	<b>REG. NO.</b>
US	FITIGUES & Design	73/743,658	8/1/1988	1,530,976
Canada	FITIGUES	704 047	4/29/1992	TMA 417,886
US	FITIGUES	74/008,039	12/5/1989	1,605,727
US	LEMONADE FOR LIFE	76/095,800	7/25/2000	2,527,071