

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	10/02/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Belk, Inc.		02/05/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Belk Stores Services, Inc.
Street Address:	2801 West Tyvola Road
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28217
Entity Type:	CORPORATION: NORTH CAROLINA

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2330137	PARISIAN
Registration Number:	2224162	PARISIAN
Registration Number:	1702245	PARISIAN
Registration Number:	1688206	PARISIAN
Registration Number:	1687911	PARISIAN SIGNATURE
Registration Number:	1821879	YOU'RE SOMEBODY SPECIAL
Registration Number:	1702244	YOU'RE SOMEBODY SPECIAL PARISIAN

CORRESPONDENCE DATA

Fax Number: (704)444-1111
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 704-444-1000
 Email: elaine.hunt@alston.com
 Correspondent Name: Brian M. Davis

OP \$190.00 2330137

Address Line 1: Alston & Bird LLP
Address Line 2: 101 South Tryon Street, Suite 4000
Address Line 4: Charlotte, NORTH CAROLINA 28280-4000

ATTORNEY DOCKET NUMBER: 30290/296911

NAME OF SUBMITTER: Elaine B. Hunt

Signature: /Elaine B. Hunt/

Date: 02/21/2007

Total Attachments: 3
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**NUNC PRO TUNC ASSIGNMENT
OF
UNITED STATES TRADEMARK REGISTRATIONS AND APPLICATIONS**

THIS ASSIGNMENT, is made by *BELK, INC.*, a corporation organized and existing under the laws of the State of Delaware, having a mailing address of 2801 West Tyvola Road, Charlotte, North Carolina 28217 (hereinafter referred to as "ASSIGNOR"), the exclusive and record owner of the entire right, title, and interest in and to the Trademarks, and the corresponding United States Trademark Registrations therefore shown on the attached Exhibit A (hereinafter referred to as the "Trademarks").

WHEREAS *BELK STORES SERVICES, INC.*, a corporation organized and existing under the laws of the State of North Carolina, having a mailing address of 2801 West Tyvola Road, Charlotte, North Carolina 28217 (hereinafter referred to as "ASSIGNEE"), has acquired and purchased from ASSIGNOR the Trademarks and the corresponding United States Trademark Registrations therefore, and associated goodwill from ASSIGNOR, effective October 2, 2006, and is desirous of confirming that it has done so.

WHEREAS, ASSIGNOR and ASSIGNEE desire to confirm and perfect the sale and assignment of said Trademarks and corresponding United States Trademark Registrations therefore effective October 2, 2006;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby acknowledges and confirms that effective October 2, 2006, ASSIGNOR sold, transferred, and assigned to said ASSIGNEE the entire right, title, and interest in and to the Trademarks and the corresponding United States Trademark Registrations therefore, together with the goodwill of the business appurtenant to and symbolized by said Trademarks, and all rights of action against third parties for past infringement thereof, the same to be held and enjoyed by said ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had the sale, transfer, and assignment not been made.

ASSIGNOR hereby warrants and covenants that it had the full power and authority to convey the rights, title, and interests sold, transferred, and assigned to ASSIGNEE, that it has not executed and will not execute any agreement in conflict herewith, and that it will execute any and all other instruments which may be necessary to perfect and evidence ASSIGNEE's ownership of the property and rights herein conveyed.

IN WITNESS WHEREOF, ASSIGNOR, intending to be legally bound, has caused this Nunc Pro Tunc Assignment to be executed by its duly authorized officer, as of the 5th day of February, 2007.

BELK, INC.
Paul D. Myler, Jr.
Sr. Vice President

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EXHIBIT A

1. Mark: PARISIAN
Registration No. 2,330,137
Registration Date: March 14, 2000
Class: 39
2. Mark: PARISIAN
Registration No. 2,224,162
Registration Date: February 16, 1999
Class: 36
3. Mark: PARISIAN (Stylized)
Registration No. 1,702,245
Registration Date: July 21, 1992
Class: 42
4. Mark: PARISIAN
Registration No. 1,688,206
Registration Date: May 19, 1992
Class: 42
5. Mark: PARISIAN SIGNATURE
Registration No. 1,687,911
Application Date: May 19, 1992
Class: 25
6. Mark: YOU'RE SOMEBODY SPECIAL
Registration No. 1,821,879
Registration Date: February 15, 1994
Class: 42
7. Mark: YOU'RE SOMEBODY SPECIAL PARISIAN & Design
Registration No. 1,702,244
Application Date: July 21, 1992
Class: 42