

## 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
Shonac Corporation		05/14/2007	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Value City of Michigan, Inc.		
Street Address:	36901 Warren Road		
City:	Westland		
State/Country:	MICHIGAN		
Postal Code:	48185		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	0581571	COACH AND FOUR	
Registration Number:	1458452	CITYSIDE	
CORRESPONDENCE DATA			
Fax Number:	(513)421-7269		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	5132412324		
Email:	tremaklus@whepatent.com		
Correspondent Name:	Theodore R. Remaklus		
Address Line 1:	441 Vine Street		
Address Line 2:	2700 Carew Tower		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	VALU-421 / 122		
NAME OF SUBMITTER:	Theodore R. Remaklus		
Signature:	/theodore r remaklus/		

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TRADEMARK  
REEL: 003544 FRAME: 0402

Date:

05/17/2007

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

WHEREAS, Shonac Corporation, a corporation organized and existing under the laws of the State of Ohio (hereinafter referred to as the "ASSIGNOR"), owns the marks set forth in Exhibit A hereof (hereinafter referred to as the "Marks");

WHEREAS, Value City of Michigan, Inc., a corporation organized and existing under the laws of the State of Michigan (hereinafter referred to as the "ASSIGNEE"), desires to acquire the rights ASSIGNOR has in and to said Marks and the goodwill associated with said Marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer to ASSIGNEE its entire right, title, and interest in and to the Marks and the registrations for the Marks, together with the goodwill of the business symbolized by the Marks and the registrations therefor, and all other rights which ASSIGNOR has enjoyed thereunder in the United States, including any and all rights of recovery based on past infringement of said Marks and registrations, the same to be held and enjoyed by ASSIGNEE, its successors and assigns;

SHONAC CORPORATION

By: 

(signature)

Name: William Jordan

Dated: May 14, 2007

Title: VP/General Counsel

EXHIBIT A

<u>MARK</u>	<u>REGISTRATION NO.</u>
COACH AND FOUR & Design	581,571
CITYSIDE	1,458,452