

TRADEMARK ASSIGNMENT

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 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
World Shoe Association, Inc.		10/19/2006	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	WSA Global Holdings, LLC		
Street Address:	15821 Ventura Boulevard		
Internal Address:	Suite 415		
City:	Encino		
State/Country:	CALIFORNIA		
Postal Code:	91436		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3203932	WSATODAY	
Registration Number:	3185005	WSA IN STEP	
CORRESPONDENCE DATA			
Fax Number:	(202)339-6052		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-625-3500		
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ATTORNEY DOCKET NUMBER:	332906.00001		
NAME OF SUBMITTER:	Valerie A. Purdy, Trademark Paralegal		

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Signature:	/valerie a. purdy/
Date:	06/06/2007
Total Attachments: 6 source=wsa assignment#page1.tif source=wsa assignment#page2.tif source=wsa assignment#page3.tif source=wsa assignment#page4.tif source=wsa assignment#page5.tif source=wsa assignment#page6.tif	

TRADEMARK ASSIGNMENT

WHEREAS World Shoe Association, Inc., a California nonprofit mutual benefit corporation, having its principal office at 15821 Ventura Boulevard, Suite 415, Encino, California 91436 ("Assignor"), owns and uses the trademarks listed in Schedule A hereto, and has used and/or has a *bona fide* intent to use the trademarks listed in Schedule B hereto in the United States in connection with the goods and services identified therewith (collectively the trademarks identified in Schedule A and Schedule B are known as "the Marks"); and

Whereas, Assignor has registered or applied to register the Marks on the Principal Register of the United States Patent and Trademark Office based on Assignor's actual use and/or *bona fide* intent to use the Marks in commerce in connection with the identified goods and services; and

Whereas, WSA Global Holdings, LLC, a Delaware limited liability company, having its principal office at 15821 Ventura Blvd., Suite 415, Encino, California 91436 ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has used and/or has a *bona fide* intent to use the Marks;

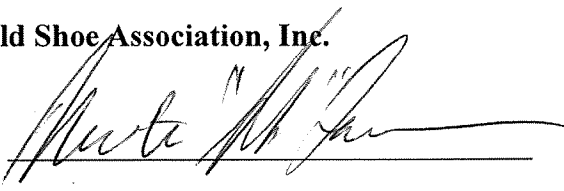
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto the Assignee, its legal representatives, successors, and assigns, all right, title, goodwill and interest in and to the Marks and the registrations and pending applications therefor, together with that portion of Assignor's business in connection with which it has used and/or has a *bona fide* intent to use the Marks.

This assignment is effective as of October ____, 2006.

IN TESTIMONY WHEREOF, We have hereunto set our hands.

World Shoe Association, Inc.

Date: 10/19/2006

By: 

Name: Martin "Skip" Farber

Title: Chief Executive Officer

State of California)
County of Los Angeles) ss

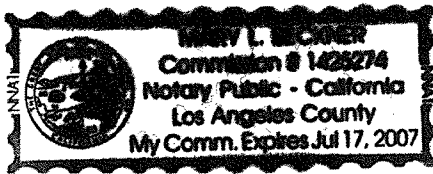
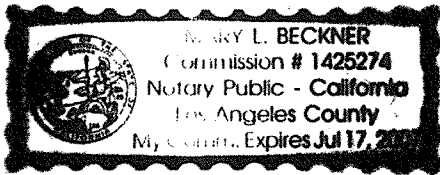
Before me, Mary L Beckner, on this day personally appeared _____
Martin "Skip" Harbor, known to me to be the person whose name is subscribed to the
foregoing instrument, and acknowledged to me that he executed said instrument for the purposes and
consideration therein expressed. Given under my hand and official seal this 19 day of October 2006.

My Commission Expires:


July 17, 2007

Notary Public:

Mary L Beckner



SCHEDULE A

MARK	SERIAL NUMBER	GOODS/SERVICES
WORLD SHOE ASSOCIATION	Reg. No 2,613,716	Arranging and conducting international trade show exhibitions in the fields of footwear and handbags, in International Class 35 Association services, namely, promoting the interests of sales representatives of footwear manufacturers, in International Class 42
	Reg. No. 2,569,367	Arranging and conducting trade shows and exhibitions for footwear and related goods, namely handbags, in International Class 35 Association services, namely, promoting the interests of footwear manufacturers and retailers, in International Class 42



SCHEDULE B



MARK	SERIAL NUMBER	GOODS/SERVICES
	App. No. 78/810,063	Arranging and conducting trade shows in the field of footwear and related goods, namely handbags, in International Class 35
THE COLLECTIONS AT WSA	App. No. 78/932,146	<p>Calculators; carrying cases specially adapted for pocket calculators and cell phones; cases for pocket calculators; downloadable electronic publications in the nature of newsletters and magazines in the field of footwear and related accessories, namely handbags; electronic publications, namely, newsletters and magazines featuring footwear and related accessories, namely handbags recorded on computer media; pocket-sized electronic calculators, in International Class 9</p> <p>Arranging and conducting business conferences; arranging and conducting of fairs and exhibitions for business and advertising purposes; arranging and conducting trade show exhibitions in the field of footwear and related accessories, namely handbags; arranging and conducting trade shows in the field of footwear and related accessories, namely handbags, in International Class 35</p>
WSA FOOTNOTES	App. No. 78/545,636	<p>Downloadable electronic publications, namely magazines and newsletters, in the field of footwear and related accessories such as handbags; electronic publications, namely, magazines and newsletters directed to the footwear industry recorded on computer media, in International Class 9</p> <p>Books and magazines relating to footwear; stationery, stickers, brochures, pamphlets, bumper stickers, calendars, calendar desk pads, date books, gift cards, and informational flyers, all relating to footwear; informational letters relating to footwear, news bulletins and newsletters relating to footwear; newspapers, notebooks, picture postcards, and printed mail response cards, all relating to footwear; printed seminar notes, in International Class 16</p>
WSA IN STEP	App. No. 78/545,646	<p>Downloadable electronic publications, namely magazines and newsletters, in the field of footwear and related accessories such as handbags; electronic publications, namely, magazines and newsletters directed to the footwear industry recorded on computer media, in International Class 9</p> <p>Books and magazines relating to footwear; stationery, stickers, bumper stickers, calendars, calendar desk pads, date books, gift cards, informational flyers relating to footwear; informational letters relating to footwear, newsletters relating to footwear; notebooks, picture postcards, printed mail response cards relating to footwear, newspapers, printed seminar notes; brochures, pamphlets and news bulletins relating to footwear, in International Class 16</p> <p>Arranging and conducting trade shows and exhibitions for footwear</p>

MARK	SERIAL NUMBER	GOODS/SERVICES
		and related goods, namely handbags, in International Class 35
WSA THE SHOE BOOK	App. No. 78/694,973	Downloadable electronic publications in the nature of newsletters and magazines in the field of footwear and fashion accessories, namely hand bags; electronic database in the field of footwear and fashion accessories, namely hand bags recorded on computer media; electronic desk calculators; electronic publications, namely, newsletters and magazines featuring footwear and fashion accessories, namely hand bags recorded on computer media; plastic case used as a security device for protecting and securing dvd's and other magnetic and electronic media from theft; pocket-sized electronic calculators, in International Class 9
WSA THE SHOE BOOK	App. No. 78/694,962	Address books; albums for stickers; anniversary books; appointment books; autograph books; blank or partially printed postcards; book covers; books in the field of footwear and fashion accessories, namely hand bags; calendar desk pads; calendars; desk calendars; engagement books; general feature magazines; index books; log books; magazines featuring footwear and fashion accessories, namely handbags; newsletters in the field of footwear and fashion accessories, namely hand bags; note books; pamphlets in the field of footwear and fashion accessories, namely hand bags; picture postcards; pocket calendars; pocket memorandum books; postcards; printed calendars; stickers; telephone number books; travel books; wall calendars, in International Class 16
WSASHOW	App. No. 78/546,686	<p>Downloadable electronic publications, namely magazines and newsletters, in the field of footwear and related accessories such as handbags; electronic publications, namely, magazines and newsletters directed to the footwear industry recorded on computer media, in International Class 9</p> <p>Books and magazines relating to footwear; stationery, stickers, brochures, pamphlets, bumper stickers, calendars, calendar desk pads, date books, gift cards, and informational flyers, all relating to footwear; informational letters relating to footwear, news bulletins and newsletters relating to footwear; newspapers, notebooks, picture postcards, and printed mail response cards, all relating to footwear; printed seminar notes, in International Class 16</p> <p>Arranging and conducting trade shows and exhibitions for footwear and related goods, namely handbags, in International Class 35</p>
WSATODAY	App. No. 78/852,586	Brochures about fashion, footwear and related accessories, namely handbags; bumper stickers; calendar desk pads; calendars; desk calendars; envelopes for stationery use; general feature magazines; label paper; letterhead paper; magazines featuring fashion, footwear and related accessories, namely handbags; newsletters in the field of fashion, footwear and related accessories, namely handbags; office paper stationery; office stationery; organizers for stationery use; pocket calendars; printed calendars; stationery; stickers; wall calendars, in International Class 16

MARK	SERIAL NUMBER	GOODS/SERVICES
WSATODAY	App. No. 78/852,606	Downloadable electronic publications in the nature of namely magazines and newsletters in the field of fashion, footwear and related accessories such as handbags; electronic publications, namely, magazines and newsletters featuring fashion and business news for the footwear industry recorded on computer media, in International Class 9