

07-25-2007

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office



IT

103430048

To the Director of the U. S. Patent and Trademark Office

documents or the new address(es) below.

1. Name of conveying party(ies):

David's Bridal, Inc.  
1001 Washington St  
Conshohocken, PA 19428

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation- State: Florida  
☐ Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached? ☐ Yes ☒ No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) 07-06-07

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☐ Yes ☒ No

Name: DBD, Inc.

Internal

Address: \_\_\_\_\_

Street Address: 1001 Washington St

City: Conshohocken

State: PA

Country: USA Zip: 19428

- ☐ Association Citizenship \_\_\_\_\_  
☐ General Partnership Citizenship \_\_\_\_\_  
☐ Limited Partnership Citizenship \_\_\_\_\_  
☒ Corporation Citizenship Delaware  
☐ Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No  
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

JUL 20 2007

B. Trademark Registration No.(s)

2426973, 1675198, 2774655

Additional sheet(s) attached? ☐ Yes ☒ No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: William Engelbrecht, ESQ

Internal Address: \_\_\_\_\_

Street Address: David's Bridal, Inc.  
1001 Washington St.

City: Conshohocken

State: PA Zip: 19428

Phone Number: 610-943-6321

Fax Number: 610-943-5046

Email Address: WEngelbrecht@dbi.com

6. Total number of applications and registrations involved:

3

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 90.00

- ☐ Authorized to be charged by credit card  
☐ Authorized to be charged to deposit account  
☒ Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

9. Signature:

William Engelbrecht, Esquire

Signature

Date

William Engelbrecht, Esquire

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 13

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

2 cover sheet  
cover letter  
Assignment  
check

TRADEMARK  
REEL: 003585 FRAME: 0501

# ASSIGNMENT

WHEREAS, DAVID'S BRIDAL, INC., a Florida corporation having an office and a principal place of business at 1001 Washington Street, Conshohocken, PA, 19428 (referred to herein as "David's Bridal") is the owner of certain trademarks filed with the United States Patent and Trademark Office; and

WHEREAS, DBD, INC., A Delaware corporation having an office located at 1001 Washington Street, Conshohocken, PA, 19428 (referred to herein as "DBD") is a wholly owned subsidiary of David's Bridal; and

WHEREAS, David's Bridal is desirous of transferring all of its trademarks to DBD. The trademark registration numbers are as follows: 2426973, 1675198, and 2774655.

WHEREAS, DBD is desirous of acquiring all trademarks under the name of David's Bridal. The trademark registration numbers are as follows: 2426973, 1675198, and 2774655.

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable considerations, receipt and adequacy of which is hereby acknowledged, David's Bridal has assigned, effective July 6, 2007 (the "Effective Date"), unto DBD, its successors and assigns, all of its right, title and interest in and to the above referenced Trademarks, together with the goodwill symbolized by the Trademarks, and all rights and remedies for any infringement of the Trademarks. David's Bridal further assigns to DBD, its successors and assigns, all rights arising out of David's Bridal use of the Trademarks prior to the date of this Assignment, and all rights arising out of David's Bridal's use of the Trademarks under any license from DBD after the date of this Assignment.

IN WITNESS WHEREOF, DAVID'S BRIDAL, INC. has caused this Assignment to be executed this 6th day of July, 2007.

DAVID'S BRIDAL, INC.

By: 

Gene Morphis

Executive Vice President / CFO

STATE OF PENNSYLVANIA

ss: Conshohocken

COUNTY OF MONTGOMERY

On the 6<sup>th</sup> day of July, 2007 personally appeared Gene Morphis, Executive Vice President / CFO of David's Bridal, Inc. and acknowledged the foregoing to be their free act and deed and the free act and deed of said corporation, before me.

COMMONWEALTH OF PENNSYLVANIA


Notarial Seal

Caroyl Mehrman, Notary Public

Brookhaven Boro. Delaware County

My Commission Expires Nov. 18, 2010

Member, Pennsylvania Association of Notaries



Caroyl Mehrman

Notary Public

My commission expires: 11/18/10