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To the Director of the U. S. Patent

ed documents or the new address(es) below.

7.20.07

1. Name of conveying party(ies):

Priscilla of Boston Inc
1001 Washington St
Conshohocken, PA 19428

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation- State: Delaware
- Other

Citizenship (see guidelines)

Additional names of conveying parties attached? Yes No

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)

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

Execution Date(s) 07-06-07

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other

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

A. Trademark Application No.(s) 20 2007

B. Trademark Registration No.(s) 2088576, 1987087, 1984078, 1987088

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:

4

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 115.00

- 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 _____

40.00 DP
75.00 DP
00100001 2088576

9. Signature:

William Engelbrecht, Esq
Signature

Date

William Engelbrecht, Esq
Name of Person Signing

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

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

9742562007 01JAN01
40.00 DP
75.00 DP
00100001 2088576
TRADEMARK
ASSIGNMENT
CHECK

ASSIGNMENT

WHEREAS, PRISCILLA OF BOSTON, INC., a Delaware corporation having an office and a principal place of business at 1001 Washington Street, Conshohocken, PA, 19428 (referred to herein as "POB") 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 an affiliate of POB; and

WHEREAS, POB is desirous of transferring all of its trademarks to DBD. The trademark registration numbers are as follows: 2088576, 1987087, 1984078, and 1987088.

WHEREAS, DBD, INC. is desirous of acquiring all trademarks under the name of POB. The trademark registration numbers are as follows: 2088576, 1987087, 1984078, and 1987088.

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable considerations, receipt and adequacy of which is hereby acknowledged, POB 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. POB further assigns to DBD, its successors and assigns, all rights arising out of POB use of the Trademarks prior to the date of this Assignment, and all rights arising out of POB's use of the Trademarks under any license from DBD after the date of this Assignment.

IN WITNESS WHEREOF, PRISCILLA OF BOSTON, INC. has caused this Assignment to be executed this 6th day of July, 2007.

PRISCILLA OF BOSTON, INC.

By: [Signature]
Gene Morphis
Executive Vice President / CFO

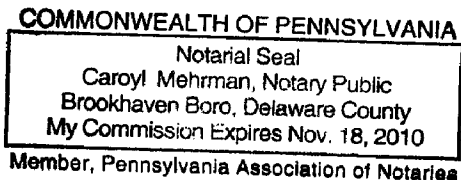
STATE OF PENNSYLVANIA

ss: Conshohocken

COUNTY OF MONTGOMERY

On the 6th day of July, 2007 personally appeared Gene Morphis, Executive Vice President / CFO of Priscilla of Boston, Inc. and acknowledged the foregoing to be their free act and deed and the free act and deed of said corporation, before me.

[Signature]
Caroyl Mehrman
Notary Public
My commission expires: 11/18/10



PRISCILLA
OF BOSTON

VIA UPS

July 19, 2007

Trademark Assistance
James Madison Building
East Wing
Concourse Level
600 Dulany Street
Alexandria, VA 22313

**RE: Trademark Assignment
Priscilla of Boston, Inc. ("Conveying Party") to
DBD, Inc. ("Receiving Party")
Registration Nos.: 2088576; 1987087; 1984078; and 1987088**

Dear Sir/Madam:

Enclosed please find the Trademark Recordation Form and Assignment pertaining to the above referenced matter along with our check number 121162 in the amount of \$115.00 for the filing fee.

Should you have questions regarding the contents of this letter, you may call me at (610) 943-6454.

Very truly yours,

PRISCILLA OF BOSTON, INC.

Kim Porter

Kim Porter
Paralegal

cc: William R. Engelbrecht, Esquire



07-20-2007

U.S. Patent & TMO/tm Mail Recd Dt. #30

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

DUPLICATE

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William Engelbrecht, Esquire
Name of Person Signing

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2 cover sheets
1 cover letter
1 assignment
1 check