

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Shoe Show of Rocky Mount, Inc.		08/02/2007	CORPORATION: NORTH CAROLINA

RECEIVING PARTY DATA

Name:	SHOE SHOW, INC.
Street Address:	2201 Trinity Church Road
City:	Concord
State/Country:	NORTH CAROLINA
Postal Code:	28027
Entity Type:	CORPORATION: NORTH CAROLINA

PROPERTY NUMBERS Total: 62

Property Type	Number	Word Mark
Registration Number:	1525818	AIR FLEX
Registration Number:	1981681	AIR TWIST
Registration Number:	2456368	AIR STRETCH
Registration Number:	2887076	AIR UNDERGROUND
Registration Number:	3221705	ALOHA ISLAND
Registration Number:	2227564	ALTIER SHOES
Registration Number:	1632756	BOONE & CROCKETT
Serial Number:	78963695	BULLFROGS
Registration Number:	1742334	CLOUD FLEX
Registration Number:	1682094	
Registration Number:	2022280	
Registration Number:	1890569	
Registration Number:	1802964	
Serial Number:	77095426	DOMINIQUE NICOLE

CH \$1565.00 1525818

Registration Number:	1670841	DREXLITE
Registration Number:	2556560	EASYHOPPERS
Registration Number:	2588918	EASYHOPPERS
Serial Number:	77086337	HOT CAKES
Registration Number:	2680773	HOT TOMATO
Serial Number:	77095453	HYDROSLIP
Registration Number:	2336719	I.D. REQUIRED
Registration Number:	2776298	IT'S OK
Registration Number:	2727860	JOHN ROMAINE
Serial Number:	75347473	LCHASE
Registration Number:	2116452	MARBELLA
Registration Number:	3141887	MAUI ISLAND
Registration Number:	1602470	MOUNTAIN CREEK
Registration Number:	2792479	MR. CATFISH
Registration Number:	2333790	NIGHT CAST
Registration Number:	2255609	NO CALL
Registration Number:	2347956	OAK CLUB
Registration Number:	2721604	OUTBOUND TRADING COMPANY
Registration Number:	2266905	PALMS
Registration Number:	3036551	PAUL PIRATE
Registration Number:	3110001	POLL PARROT
Registration Number:	1841371	RED BONES
Serial Number:	77095598	ROBERT DAVID
Registration Number:	1800154	RODEO ROPERS
Registration Number:	1794332	RODEO ROPERS
Registration Number:	2168447	SAVANNAH HARBOR
Registration Number:	2084160	SAVANNAH TRADING CO.
Registration Number:	1720873	SHOE DEPT.
Registration Number:	1616208	SHOE SHOW
Registration Number:	2044295	SHOEBILEE
Registration Number:	2630575	IF THE SHOE FITS...WE'RE IT SHOEBILEE
Registration Number:	1956823	SHOW AND TELL
Registration Number:	2262094	SILVER SLIPPER
Registration Number:	2198930	SIMPLE IMAGES
Registration Number:	2179087	SOFT TWIST

Registration Number:	2079441	SOLAR SOLES
Registration Number:	2077742	SOLAR SOLES
Registration Number:	2077743	SOLAR SOLES
Registration Number:	1144306	SPORTS WORLD
Registration Number:	1779313	SPORTS WORLD
Registration Number:	2253628	STATUTES
Registration Number:	0840533	THE SHOE SHOW INC.
Registration Number:	1670839	STORMY MOUNTAIN
Registration Number:	1259466	SUGAR FOOT
Registration Number:	1660194	SURE SAVE
Registration Number:	2130772	TRAIL GUIDE
Registration Number:	1670840	TRINKETS
Registration Number:	2461717	YOU'RE GONNA LOVE IT IN OUR SHOES!

CORRESPONDENCE DATA

Fax Number: (704)444-8807
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (704) 343-2000
Email: gina.eikenberry-wray@hmw.com
Correspondent Name: Gina Eikenberry-Wray, Paralegal
Address Line 1: 201 North Tryon Street, P.O. Box 31247
Address Line 2: Helms Mulliss & Wicker, PLLC
Address Line 4: Charlotte, NORTH CAROLINA 28202

ATTORNEY DOCKET NUMBER:	4070385-124
NAME OF SUBMITTER:	Rakash Gopalan
Signature:	/Rakash Gopalan/
Date:	08/15/2007

Total Attachments: 4
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State of North Carolina
Department of the Secretary of State

ARTICLES OF AMENDMENT
BUSINESS CORPORATION

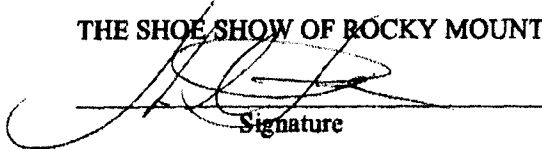
Pursuant to §55-10-06 of the General Statutes of North Carolina, the undersigned corporation hereby submits the following Articles of Amendment for the purpose of amending its Articles of Incorporation:

1. The name of the corporation is: The Shoe Show of Rocky Mount, Inc.
2. The text of each amendment adopted is as follows (*State below or attach*):

The name of the Corporation is hereby changed from "The Shoe Show of Rocky Mount, Inc." to "SHOE SHOW, INC."
3. If an amendment provides for an exchange, reclassification, or cancellation of issued shares, provisions for implementing the amendment, if not contained in the amendment itself, are as follows: N/A
4. The date of adoption of each amendment was as follows: July 30, 2007.
5. (Check either a, b, c, or d, whichever is applicable)
 - a. _____ The amendment(s) was (were) duly adopted by the incorporators prior to the issuance of shares.
 - b. _____ The amendment(s) was (were) duly adopted by the board of directors prior to the issuance of shares.
 - c. _____ The amendment(s) was (were) duly adopted by the board of directors without shareholder action as shareholder action was not required because (*set forth a brief explanation of why shareholder action was not required*) _____
 - d. The amendment(s) was (were) duly adopted by shareholder action, and such shareholder approval was obtained as required by Chapter 55 of the North Carolina General Statutes.
6. These articles will be effective as of August 2, 2007.

This the 30 day of July, 2007

THE SHOE SHOW OF ROCKY MOUNT, INC.



Signature

Jack van der Poel, Vice President-Finance
Type or Print Name and Title