

**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
NORTHERN GROUP RETAIL LTD.		02/01/2007	JOINT STOCK COMPANY: CANADA

**RECEIVING PARTY DATA**

Name:	NORTHERN REFLECTIONS LTD.
Street Address:	2375 Skymark Avenue
City:	Mississauga, Ontario
State/Country:	CANADA
Postal Code:	L4W 4Y6
Entity Type:	JOINT STOCK COMPANY: CANADA

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Serial Number:	78583446	NORTHERN GETAWAY
Serial Number:	77014621	INSPIRED BY NATURE, DESIGNED IN CANADA
Registration Number:	1853340	NORTHERN GETAWAY
Registration Number:	1870224	NORTHERN GETAWAY
Registration Number:	2306851	AUTHENTIC NORTHERN EXPERIENCE
Registration Number:	2477382	NORTHERN FRIENDS REWARDS PROGRAM
Registration Number:	3010606	NORTHERN REFLECTIONS
Registration Number:	3084939	NORTHERN REFLECTIONS
Serial Number:	78697230	WE GET IT

**CORRESPONDENCE DATA**

Fax Number: (315)233-8320  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 3152338300  
 Email: jstevens@burrandbrown.com

CH \$240.00 78583446

Correspondent Name: Kevin C. Brown  
Address Line 1: P.O. Box 7068  
Address Line 4: Syracuse, NEW YORK 13261

ATTORNEY DOCKET NUMBER: 887\_002

DOMESTIC REPRESENTATIVE

Name: Kevin C. Brown  
Address Line 1: P.O. Box 7068  
Address Line 4: Syracuse, NEW YORK 13261

NAME OF SUBMITTER: Kevin C. Brown

Signature: /KCBrown/

Date: 08/28/2007

Total Attachments: 1  
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Nova Scotia

**CERTIFICATE OF NAME CHANGE**

Companies Act

Registry Number

3148812

Name of Company

NORTHERN GROUP RETAIL LTD./COMMERCE DE DETAIL NORTHERN  
GROUP LTEE

I hereby certify that the above-mentioned company has with approval of the  
Registrar of Joint Stock Companies changed its name to:

NORTHERN REFLECTIONS LTD./REFLET BOREAL LTÉE

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Registrar of Joint Stock Companies

February 1, 2007

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Date of Name Change