

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Quitclaim Trademark Agreement
EFFECTIVE DATE:	08/14/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Big Lots Capital, Inc.		08/14/2007	CORPORATION:

RECEIVING PARTY DATA

Name:	The Vogue Doll Company, Inc.
Street Address:	P.O. Box 756
City:	Oakdale
State/Country:	CALIFORNIA
Postal Code:	95361-0756
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	0628188	GINNY

CORRESPONDENCE DATA

Fax Number: (415)781-2440
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 415 421 2080
 Email: bobsushill@cs.com
 Correspondent Name: Robert Charles Hill
 Address Line 1: 235 Montgomery Street
 Address Line 2: Suite 821
 Address Line 4: San Francisco, CALIFORNIA 94104

NAME OF SUBMITTER:	Robert Charles Hill
Signature:	/Robert Charles Hill/
Date:	10/26/2007

OP \$40.00 0628188

Total Attachments: 1
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QUITCLAIM TRADEMARK AGREEMENT

WHEREAS, Big Lots Capital, Inc., an Ohio Corporation, having an address at 200 Phillipi Road, Columbus, Ohio 43228 ("Big Lots") is listed as the assignee of U.S. Reg. No. 28,188 for GINNY through a document recorded at Reel/Frame 2073/0345 in the United States Patent and Trademark Office; and

WHEREAS, The Vogue Doll Company, Inc., a California Corporation, having an address at P.O. Box 756, Oakland, California 94661-0756 ("Vogue"), is desirous of acquiring whatever rights that Big Lots Capital, Inc. may have had, if any, in that registration;

NOW, THEREFORE, for One Dollar (\$1) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Big Lots does hereby assign and transfer unto Vogue any rights Big Lots may have had, if any, in U.S. Reg. No. 28,188 for GINNY, including all of the goodwill associated therewith.

DATED as of August 14, 2007.

Big Lots Capital, Inc.

By: 

Name: Chadwick Reynolds

Re: Asst. General Counsel & Asst. Corp. Sec.