

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GB Retailers, Inc.		12/21/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	DSW Inc.		
Street Address:	810 DSW Drive		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43219		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77009249	IT'S MY STYLE	
CORRESPONDENCE DATA			
Fax Number:	(513)421-7269		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	513-241-2324		
Email:	tremaklus@whepatent.com		
Correspondent Name:	Theodore R. Remaklus		
Address Line 1:	441 Vine Street		
Address Line 2:	2700 Carew Tower		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	SHO-366 / 122		
NAME OF SUBMITTER:	Theodore R. Remaklus		
Signature:	/theodore r remaklus/		
Date:	12/24/2007		

OP \$40.00 77009249

Total Attachments: 2

source=Trademark Assignment (fully executed)#page1.tif

source=Trademark Assignment (fully executed)#page2.tif

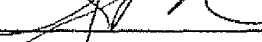
TRADEMARK ASSIGNMENT

WHEREAS, GB Retailers, Inc., a corporation organized and existing under the laws of the State of Delaware and having a place of business at 3241 Westerville Road, Columbus, Ohio 43224 (hereinafter "Assignor"), has a bona fide intention to use the mark identified on Exhibit A hereto (hereinafter "Mark") in interstate commerce and has filed an application with the United States Patent and Trademark Office based on its bona fide intent to use such Mark in commerce, which application has been assigned the serial number listed on Exhibit A, but has not yet filed a statement of use for the Mark under Section 1(c) or 1(d) of the Trademark Act, and

WHEREAS, DSW Inc., a company organized and existing under the laws of the State of Ohio and having a place of business at 810 DSW Drive, Columbus, Ohio 43219 (hereinafter "Assignee") is a successor to Assignor of that portion of Assignor's business to which the Mark pertains in accordance with 15 U.S.C. §1060,

NOW, THEREFORE, the sum of One Thousand One Hundred Forty-Seven Dollars and Forty Cents (\$1,147.40), and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee the Mark and the application identified on Exhibit A hereto as part of the portion of the business to which the Mark pertains in accordance with 15 U.S.C. §1060.

GB RETAILERS, INC.

By: 
Title: Vice President
Date: 12-21-07


DSW INC.
By: 
Title: Vice President
Date: 12-21-07

EXHIBIT A

<u>MARK</u>	<u>SERIAL NO.</u>
IT'S MY STYLE	77/009,249