

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
Shonac Corporation		01/29/2008	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	DSW Shoe Warehouse, Inc.		
Street Address:	4150 East Fifth Avenue		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43219		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1478784	KRISTI G.	
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, Esq.		
Address Line 1:	2700 Carew Tower, 441 Vine Street		
Address Line 2:	Wood, Herron & Evans, L.L.P.		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	SHO-74/122		
NAME OF SUBMITTER:	Theodore R. Remaklus		
Signature:	/Theodore R. Remaklus/		
Date:	02/01/2008		

OP \$40.00 1478784

Total Attachments: 1
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WHEREAS, Shonac Corporation, a corporation organized and existing under the laws of the State of Ohio (hereinafter referred to as the "ASSIGNOR") owns, is using and has registered with the United States Patent and Trademark Office U.S. Trademark Registration No. 1,478,784 for the mark KRISTI G. (hereinafter referred to as the "Mark"); and

WHEREAS, DSW Shoe Warehouse, Inc. a corporation organized and existing under the laws of the State of Delaware, with an address of 4150 East Fifth Avenue Columbus OHIO 43219, (hereinafter referred to as the "ASSIGNEE"), desires to acquire the rights ASSIGNOR has in and to said Mark and registration thereof along with the goodwill associated with said Mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer to ASSIGNEE its entire right, title, and interest in and to the Mark and the registration for the Mark, together with the goodwill of the business symbolized by the Mark and the registration thereof, and all other rights which ASSIGNOR has enjoyed thereunder, including any and all rights of recovery based on past infringement of said Mark and registration, the same to be held and enjoyed by ASSIGNEE, its successors and assigns.

SHONAC CORPORATION
By: William Jordan
(signature)

Name: William Jordan

Title: SVP/General

Date: 1/29/08

DSW SHOE WAREHOUSE, INC.
By: William Jordan
(signature)

Name: William Jordan

Title: SVP/General Counsel

Date: 1/29/08