

RE

03-11-2008

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



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To the Director of the U. S. Patent and Trademark Office, please return the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Driscilla of Boston, Inc.

- Individual(s)
- General Partnership
- Corporation- State: Delaware
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____
Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

- Execution Date(s) 12/21/07
- Assignment
 - Security Agreement
 - Other _____
 - Merger
 - Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: DBD, Inc.
 Internal Address: _____
 Street Address: C/O David's Bridal, Inc. 1001 Washington St.
 City: Conshohocken
 State: PA
 Country: _____ Zip: 19428

- Association
 - General Partnership
 - Limited Partnership
 - Corporation
 - Other _____
- Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)
77250114; 77016636;
77124374

B. Trademark Registration No.(s)
1984078; 3337325
Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: William Engelbrecht, Esq.
 Internal Address: _____
C/O David's Bridal, Inc
 Street Address: 1001 Washington St
 City: Conshohocken
 State: PA Zip: 19428
 Phone Number: 610-943-6321
 Fax Number: 610-943-5046
 Email Address: WEngelbrecht@dbi.com

6. Total number of applications and registrations involved: 5

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 140

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed - on acct. - See letter from USPTO

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____
Authorized User Name _____

9. Signature: William Engelbrecht Signature Date 3/15/08

William Engelbrecht Name of Person Signing Total number of pages including cover sheet, attachments, and document: 5

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

DAVID'S BRIDAL

D



01-30-2008



VIA UPS

103478463

January 8, 2008

Trademark Assistance
James Madison Building
East Wing
Concourse Level
600 Dulany Street
Alexandria, VA 22313

**RE: Trademark Assignment
Priscilla of Boston, Inc. ("Conveying Party") to
DBD, Inc. ("Receiving Party")
Registration / Serial Nos.: 1984078, 77250114, 77016636, 3337325 and
77124376**

Dear Sir/Madam:

Enclosed please find the Trademark Recordation Form and Assignment pertaining to the above referenced matter along with our check number 123078 in the amount of \$140.00 for the filing fee.

Should you have questions regarding the contents of this letter, you may call me at (610) 943-6454.

Very truly yours,

PRISCILLA OF BOSTON, INC.

Kim Porter

Kim Porter
Paralegal

cc: William R. Engelbrecht, Esquire

01/29/2008 MJAMA1 00000055 1984078
01 FC:8521 40.00 OF
02 FC:8522 100.00 OF



01-22-2008

U.S. Patent & Trademark Mail Recp. D: #34

ASSIGNMENT

WHEREAS, PRISCILLA OF BOSTON, INC., a Delaware corporation having an office and a principal place of business at 1001 Washington Street, Conshohocken, PA, 19428 (referred to herein as "POB") is the owner of certain trademarks and applications filed with the United States Patent and Trademark Office; and

WHEREAS, DBD, INC., a Delaware corporation having an office located at 1001 Washington Street, Conshohocken, PA, 19428 (referred to herein as "DBD") is a company affiliated with POB; and

WHEREAS, DBD is desirous of acquiring from POB all trademarks and pending applications for trademarks under the name of POB listed below and POB is desirous of transferring to DBD all trademarks and pending applications on trademarks under the name of POB listed below.

The trademark registration/serial numbers include: 1984078; 77250114; 77016636; 3337325 and 77124376.

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable considerations, receipt and adequacy of which is hereby acknowledged, POB has assigned, effective November 6, 2007 (the "Effective Date"), unto DBD, its successors and assigns, all of its right, title and interest in and to the above referenced Trademarks, together with the goodwill symbolized by the Trademarks and all rights and remedies for any infringement of the Trademarks. POB further assigns to DBD, its successors and assigns, all rights arising out of POB's use of the Trademarks prior to the date of this Assignment, and all rights arising out of POB's use of the Trademarks under any license from DBD after the date of this Assignment.

IN WITNESS WHEREOF, PRISCILLA OF BOSTON, INC. has caused this Assignment to be executed this 21st day of December, 2007.

PRISCILLA OF BOSTON, INC.

By: *Gene Morphis*
Gene Morphis
Executive Vice President/CFO

12/20/07

STATE OF PENNSYLVANIA

ss: Conshohocken

COUNTY OF MONTGOMERY

On the 21st day of December, 2007 personally appeared Gene Morphis, Executive Vice President/CFO of Priscilla of Boston, Inc. and acknowledged the foregoing to be their free act and deed and the free act and deed of said corporation, before me.

Carol Mehlman
Carol Mehlman
Notary Public

My commission expires: 11/18/10

COMMONWEALTH OF PENNSYLVANIA

Notarial Seal
Carol Mehlman, Notary Public
Brookhaven Bldg. Delaware County
My Commission Expires Nov. 18, 2010

Member, Pennsylvania Association of Notaries

TRADEMARK