

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Normandy and Monroe, LLC		02/03/2007	LIMITED LIABILITY COMPANY: ARKANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dillard's Inc.		
<b>Street Address:</b>	1600 Cantrell Road		
<b>City:</b>	Little Rock		
<b>State/Country:</b>	ARKANSAS		
<b>Postal Code:</b>	72201		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78876527	TRE VERO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)393-5350		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2026386666		
<b>Email:</b>	dmccoy@jhip.com		
<b>Correspondent Name:</b>	Simor Moskowitz		
<b>Address Line 1:</b>	400 Seventh Street, N.W.		
<b>Address Line 2:</b>	Suite 600		
<b>Address Line 4:</b>	washington, DISTRICT OF COLUMBIA 20004		
<b>ATTORNEY DOCKET NUMBER:</b>	T35915US0		
<b>NAME OF SUBMITTER:</b>	Simor Moskowitz		
<b>Signature:</b>	/Simor Moskowitz/		

OP \$40.00 78876527

Date:

03/25/2008

Total Attachments: 1

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## TRADEMARK ASSIGNMENT

This Assignment is made on February 3, 2007 between Normandy and Monroe, LLC., an Arkansas limited liability company, whose principal place of business is 319 President Clinton Avenue, Suite 202, Little Rock, Arkansas 72201 ("Assignor"), and Dillard's, Inc., a Delaware corporation, whose principal place of business is 1600 Cantrell Road, Little Rock, AR 72201 ("Assignee").

WHEREAS, Assignor has used and is the owner of the trademark TRE VERO in connection with apparel, handbags and accessories (hereinafter referred to as the "Assigned Trademark"); and

WHEREAS, Assignee, intending to succeed to the ongoing and existing business of Assignor to which the mark pertains, is desirous of acquiring any and all rights that Assignor may have in and to the Assigned Trademark, including United States Trademark Serial No. 79876527 together with the goodwill of the business pertaining thereto; and

WHEREAS, Assignor hereby represents and warrants to the Assignee that it has good and marketable title in and to the Assigned Trademark and that it has the right to transfer the same.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee its entire right, title and interest in and to the Assigned Trademark, together with the whole of the goodwill of the business pertaining thereto to be held and enjoyed by Assignee for its own use and enjoyment and that of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale would not have been made; together with all claims for and damages by reason of past infringement of the Assigned Trademark with the right to sue for and collect the same for its own use and benefit and for the use and on behalf of its successors, assigns or other legal representatives.

IN TESTIMONY WHEREOF, Assignor has caused its name to be signed and its seal affixed, by its duty authorized officer, as of the date first set forth above.

Normandy and Monroe, LLC

By: *Robert T. Gamble*  
Name: Robert T. Gamble  
Its: PRESIDENT