

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
ARIZONA MAIL ORDER COMPANY, INC.		03/26/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	LANE BRYANT PURCHASING CORP.
Street Address:	3344 MORSE CROSSING ROAD
City:	COLUMBUS
State/Country:	OHIO
Postal Code:	43219
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	3284434	SHOETRADER.COM BRANDS, SIZES & SERVICE AT YOUR FEET!
Registration Number:	3278759	SHOETRADER.COM
Serial Number:	77350864	SECRET SLIMMER
Serial Number:	77137384	SHOETRADER
Registration Number:	3278758	SHOETRADER.COM

CORRESPONDENCE DATA

Fax Number: (215)638-6919
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 215-638-6905
 Email: kathleen.lieberman@charming.com
 Correspondent Name: KATHLEEN H. LIEBERMAN
 Address Line 1: 450 WINKS LANE
 Address Line 4: BENSLEM, PENNSYLVANIA 19020

CH \$140.00 3284434

NAME OF SUBMITTER:	Kathleen H. Lieberman
Signature:	/KATHLEEN H. LIEBERMAN/
Date:	03/28/2008
Total Attachments: 3 source=SS Assignment Document#page1.tif source=SS Assignment Document#page2.tif source=SS Assignment Document#page3.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, Arizona Mail Order Company, Inc. a Delaware corporation, having a place of business at 3740 E. 34th St., Tucson, AZ 85713 (the "Assignor") is the owner of record of the U. S. Trademark Registrations and applications set forth on Schedule A attached hereto and the State of Arizona registration set forth on Schedule A attached hereto;

WHEREAS, Lane Bryant Purchasing Corp., an Ohio corporation, having a place of business at 3344 Morse Crossing Rd., Columbus, OH 43219 (the "Assignee") is desirous of acquiring all of Assignor's rights, title and interest in and to the registrations, the applications, the marks identified on Schedule "A" attached hereto (the "Marks") and the attendant good will;

WHEREAS, it is desired that the assignment of said registrations and applications be made of record in the United States Patent and Trademark Office, and other appropriate Patent and Trademark Offices.

NOW THEREFORE, for good and valuation consideration, the receipt and sufficient of which are hereby acknowledged and intending to be legally bound hereby, Assignor hereby assigns to said Assignee all of Assignor's rights, title and interest in and to the said Marks, together with (a) the goodwill of the business symbolized by and associated with the said Marks, (b) all applications therefor and registrations and renewals thereof, and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the registrations thereof or such associated goodwill.

Assignor agrees to execute and deliver, at Assignee's request and at Assignee's expense, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all of Assignor's rights, title and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

Signature Page to Follow

Assignor: ARIZONA MAIL
ORDER COMPANY, INC.

By: *[Signature]*

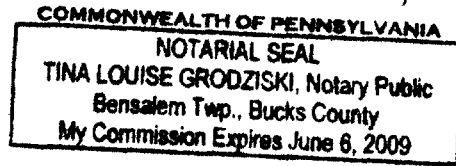
Title: Vice President

Dated: March 26, 2008

COMMONWEALTH OF PENNSYLVANIA :
: SS
COUNTY OF BUCKS :

On this the 26th day of March, 2008 before me appeared John J. Sullivan the person who signed this instrument, who acknowledged that he holds the position of Vice President for ARIZONA MAIL ORDER COMPANY, INC. and that being duly authorized he signed this instrument as a free act on behalf of such company.

Tina Louise Grodziski
TINA Louise Grodziski, Notary Public



SCHEDULE "A"

REGISTRATIONS AND APPLICATIONS FILED IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

<u>Mark</u>	<u>Serial No.</u>	<u>Registration No.</u>
SECRET SLIMMER	77350864	
SECRET SLIMMER		2431017
SHOETRADER.COM and design		3284434
SHOETRADER.COM and design		3278759
SHOETRADER.COM		3278758
SHOETRADER	77137384	

REGISTRATION FILED WITH THE STATE OF ARIZONA SECRETARY OF STATE

<u>Mark</u>	<u>Registration No.</u>
SECRET SLIMMER	043319