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To the Director of the U. S. Patent and Trademark Office, Washington, DC 20540-4400, or to the address(es) below.

5-19-08

1. Name of conveying party(ies):
Lance Benefield & Co., Inc.
d/b/a LBC Advertising

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

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies) Yes No
 Additional names, addresses, or citizenship attached? Yes No

Name: Ashley Furniture Industries, Inc.
 Internal
 Address: Attn: Paulette W. Rippley
 Street Address: One Ashley Way
 City: Arcadia
 State: WI
 Country: United States Zip: 54612

Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship _____
 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)

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

Execution Date(s) May 8, 2008

Assignment Merger
 Security Agreement Change of Name
 Other _____

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

A. Trademark Application No.(s) _____
 B. Trademark Registration No.(s) _____

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):
 Serial No. 77/446,376
I'M ASHLEY filed April 11, 2008

5. Name & address of party to whom correspondence concerning document should be mailed:
 Name: Kostner, Koslo & Brovold LLC
 Internal Address: Attn: Terrence J. Madden
 Street Address: 108 W. Main Street
 City: Arcadia
 State: WI Zip: 54612
 Phone Number: (608) 323-3351
 Fax Number: (608) 323-7931
 Email Address: tmadden@kkblawoffice.com

6. Total number of applications and registrations involved: 1

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

Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

a. Credit Card Number 0019/200504 Num 00000000 501124 77446376
 Expiration Date 01 FC:8521 46.00 DA
 b. Deposit Account Number 501124
 Authorized User Name Paulette W. Rippley

9. Signature: Paulette W. Rippley 5/14/08
 Signature Date
Paulette W. Rippley
 Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

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

MARK: I'M ASHLEY
INT'L CLASS: 35
SER. NO.: 77/446,376

ASSIGNMENT DIVISION

WHEREAS, Lance Benefield & Co., Inc., d/b/a LBC Advertising, a corporation organized under the laws of the State of Florida, with its principal office at 501 Santa Monica Blvd., Suite 600, Santa Monica, California 90401-2485, has filed an application to register the trademark "I'M ASHLEY" which has been assigned Serial Number 77/446,376, dated April 11, 2008; and

WHEREAS, Ashley Furniture Industries, Inc., a corporation organized under the laws of the State of Wisconsin, with its principal address at One Ashley Way, Arcadia, Wisconsin 54612, is desirous of acquiring said trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said LBC Advertising, does hereby assign to the said Ashley Furniture Industries, Inc., all right, title, and interest in the trademark "I'M ASHLEY" and the goodwill of the business symbolized thereby.

Lance Benefield & Co., Inc., d/b/a LBC
Advertising

By:



Lance Hanish,
President



KOSTNER, KOSLO & BROVOLD LLC
ATTORNEYS AT LAW

May 14, 2008

Mail Stop Assignment Recordation Services
Director of the US Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

RE: Ashley Furniture Industries, Inc.
Trademark: I'M ASHLEY
Serial No. 77/446,376
Our File No. 0016/187

Greetings:

Please find enclosed a Recordation Form Cover Sheet and an Assignment Division.

Please record this trademark assignment. If you require additional information or have any questions, please do not hesitate to contact us.

Very truly yours,



TERRENCE J. MADDEN

jmk
Enclosure

cc: Mrs. Paulette Rippley