

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
Carlson Marketing Worldwide, Inc.		05/22/2008	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Spiegel Catalog Holdings Corporation		
Street Address:	711 Third Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1472213	THE ULTIMATE OUTLET	
CORRESPONDENCE DATA			
Fax Number:	(212)972-5487		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2126872770		
Email:	docket@cplplaw.com		
Correspondent Name:	Edward M. Weisz		
Address Line 1:	551 Fifth Avenue		
Address Line 2:	Suite 1210		
Address Line 4:	New York, NEW MEXICO 10176-1022		
ATTORNEY DOCKET NUMBER:	5539-52		
NAME OF SUBMITTER:	Edward M. Weisz		
Signature:	/Edward M. Weisz/		

CH \$40.00 1472213

Date:

06/02/2008

Total Attachments: 1

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In consideration of Ten Dollars (\$10.00) and other good and valuable consideration the receipt of which is hereby acknowledged, the undersigned, Carlson Marketing Worldwide, Inc., a New Jersey Corporation having an address at P.O. Box 59159, Minneapolis, Minnesota 55459-8249, hereby sells, assigns and transfers unto Spiegel Catalog Holdings Corporation, a Delaware Corporation having an address at 711 Third Avenue, New York, NY 10017, its entire right, title and interest in and to the trademark THE ULTIMATE OUTLET in the United States and to its United States Trademark Registration No. 1,472,213, including the goodwill connected with the use of said trademark, and the right to sue for past infringement of said trademark.

SIGNED at Minneapolis, MN, this 22nd day of May, 2008.

Carlson Marketing Worldwide, Inc.

By: Wanda K. Cahill

Name: Wanda K. Cahill

Title: Vice President-Legal & Assistant Secretary

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