

**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>
Direct Marketing Services, Inc.		08/07/2008	CORPORATION: ILLINOIS

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Midwest Catalog Brands, Inc.
<b>Street Address:</b>	1112 7th Avenue
<b>City:</b>	Monroe
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	53566
<b>Entity Type:</b>	CORPORATION: WISCONSIN

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	1546833	AUTO EXPRESS
Registration Number:	2125203	CHARLES KEATH
Registration Number:	1334269	CHARLES KEATH, LTD.
Registration Number:	3457672	COLOR CONNECTION
Registration Number:	1618665	GOLD'N GEMS
Registration Number:	2256093	HOMEVISIONS
Registration Number:	1558564	KIDS STORE
Registration Number:	1558561	KIDS STORE
Registration Number:	1170705	MONTGOMERY WARD
Registration Number:	1258963	MONTGOMERY WARD
Registration Number:	2454892	SLEEP CONNECTION
Registration Number:	2210957	WARDS
Registration Number:	2413019	YOU CAN'T SHOP SMARTER THAN WARDS

<b>CORRESPONDENCE DATA</b>	<b>TRADEMARK</b>
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**900114147**

**REEL: 003837 FRAME: 0956**

**CH \$340.00 1546833**

Fax Number: (312)759-5646  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (312) 357-1313  
Email: dbrezina@btlaw.com  
Correspondent Name: David C. Brezina  
Address Line 1: PO Box 2786  
Address Line 4: Chicago, ILLINOIS 60690-2786

ATTORNEY DOCKET NUMBER:	48031-100
NAME OF SUBMITTER:	David C. Brezina
Signature:	/David C. Brezina/
Date:	08/19/2008

Total Attachments: 3  
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**EXHIBIT C  
TRADEMARK ASSIGNMENT**

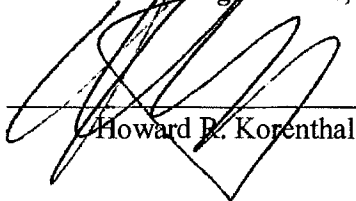
WHEREAS, Direct Marketing Services, Inc., an Illinois corporation ("DMSI"), was the owner of certain trademark registrations and all associated rights listed on the attached Schedule A (the "Marks") and DMSI assigned all its rights in the Marks to Howard R. Korenthal as assignee for the benefit of creditors of Direct Marketing Services, Inc. ("Assignor"); and

WHEREAS, Midwest Catalog Brands, Inc., a Wisconsin corporation ("Assignee"), wishes to acquire the Marks pursuant to that certain Sale Agreement dated on or about August 5, 2008 among JP Morgan Chase Bank, N.A. ("Secured Party"), Assignor and Assignee ("Sale Agreement"), together with certain other assets and the goodwill of the businesses in connection with which the Marks are used;

NOW, THEREFORE, in consideration of good, valuable and legally sufficient consideration set forth in the Sale Agreement, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee, at the direction of the Secured Party, its entire right, title and interest in (including the Wards Interests) and to the Marks, together with the goodwill of the businesses to which the Marks pertain, as well as all rights of enforcement and recovery for past infringement. Assignor further agrees to take all reasonable and necessary steps to implement the provisions of this Assignment. Defined terms not defined herein shall have the meaning set forth in the Sale Agreement.

IN WITNESS WHEREOF, Assignor has executed this Assignment on August 7, 2008.

**HOWARD R. KORENTHAL of Morris  
Anderson & Associates, Ltd, not  
individually but solely in his capacity as  
Assignee for the Benefit of Creditors of  
Direct Marketing Services, Inc.**

  
\_\_\_\_\_  
Howard R. Korenthal

**MIDWEST CATALOG BRANDS, INC.**

By: \_\_\_\_\_  
Print Name:

Title: \_\_\_\_\_

**EXHIBIT C  
TRADEMARK ASSIGNMENT**

WHEREAS, Direct Marketing Services, Inc., an Illinois corporation ("DMSI"), was the owner of certain trademark registrations and all associated rights listed on the attached Schedule A (the "Marks") and DMSI assigned all its rights in the Marks to Howard R. Korenthal as assignee for the benefit of creditors of Direct Marketing Services, Inc. ("Assignor"); and

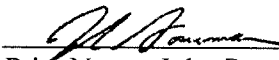
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**HOWARD R. KORENTHAL** of Morris  
Anderson & Associates, Ltd, not  
individually but solely in his capacity as  
Assignee for the Benefit of Creditors of  
Direct Marketing Services, Inc.

**MIDWEST CATALOG BRANDS, INC.**

By:   
Print Name: John Baumann

Title: President & CEO

\_\_\_\_\_  
Howard R. Korenthal

**SCHEDULE A**

**TRADEMARK REGISTRATIONS**

<b>MARK</b>	<b>REG. NO.</b>
AUTO EXPRESS	1546833
CHARLES KEATH	2125203
CHARLES KEATH, LTD.	1334269
COLOR CONNECTION	3457672
GOLD'N GEMS	1618665
HOMEVISIONS	2256093
MONTGOMERY WARD	1170705
MONTGOMERY WARD and Design	1258963
KIDS STORE and Design	1558564
KIDS STORE and Design	1558561
SLEEP CONNECTION	2454892
YOU CAN'T SHOP SMARTER THAN WARDS	2413019
WARDS	2210957
PURE LUXURY	1077952
KNIGHT-O-REST	0250601
ULTRA COAT	1505482