

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
Women's Apparel Group, LLC		10/17/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Jessica London, Inc.		
Street Address:	2300 Southeastern Avenue		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46201		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2613214	BRIDGEWATER STUDIO	
CORRESPONDENCE DATA			
Fax Number:	(317)464-5111		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	317-464-5321		
Email:	rgelbert@mgrfirm.com		
Correspondent Name:	Randee Sibul-Gelbert		
Address Line 1:	Meitus Gelbert Rose LLP		
Address Line 2:	47 S. Meridian, Suit 400		
Address Line 4:	Indianapolis, INDIANA 46220		
ATTORNEY DOCKET NUMBER:	RED/JL-BRIDGEWATER STUDIO		
NAME OF SUBMITTER:	Randee Sibul-Gelbert		
Signature:	/Randee Sibul-Gelbert/		

OP \$40.00 2613214

Date:

10/20/2008

Total Attachments: 1

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ASSIGNMENT

WHEREAS, Women's Apparel Group, LLC, a Delaware limited liability company, with a principal place of business at 35 United Drive, West Bridgewater, MA 02379 ("Assignor"), currently is the owner of the mark BRIDGEWATER STUDIO, which was registered in the U.S. Patent and Trademark Office as Registration No. 2,613,214, on August 27, 2002; and

WHEREAS, Jessica London, Inc. (f/k/a Chadwick's of Boston, Inc.), a Delaware corporation, with a principal place of business at 2300 Southeastern Avenue, Indianapolis, IN 46201 ("Assignee"), desires to acquire said mark and the registration thereof;

NOW, THEREFORE, for the sum of Ten Dollars (\$10.00) and for other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto the Assignee all of its rights, title, and interest in and to the said mark, together with the goodwill of the business symbolized in the mark, and the registration thereof.

WOMEN'S APPAREL GROUP, LLC

Date: 10/17/08

By: [Signature]
Name: Daniel Collins
Title: President

STATE OF NEW YORK)
) SS:
COUNTY OF NEW YORK)

On this 17 day of October, 2008, before me appeared Daniel Collins, the person who signed this instrument and who acknowledged that he/she signed this instrument as a free act on behalf of the above-identified entity and with authority to do so.

[Signature: Michelle Killen]
Notary Public
Michelle Killen
Printed Name

My commission expires: Sept 4, 2011
My county of residence: Hudson

MICHELLE KILLEN
Notary Public, State of New York
No. 01K16173928
Qualified in New York County
Commission Expires Sept. 4, 2011