

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Stein Mart, Inc.		02/03/2008	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	Stein Mart Holding Corp.
Street Address:	1200 Riverplace Boulevard
City:	Jacksonville
State/Country:	FLORIDA
Postal Code:	32207
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 31

Property Type	Number	Word Mark
Serial Number:	78789416	2 A TEE
Serial Number:	77130019	BOUTIQUE
Serial Number:	78927585	C CONCEPT
Serial Number:	78927591	CLEARWATER OUTFITTERS
Serial Number:	78855896	MAINBOCHER
Serial Number:	77348988	T. HARRIS LONDON
Registration Number:	3343588	7P
Registration Number:	3130325	ANDRE OLIVER
Registration Number:	2614190	BAMBOO TRADERS
Registration Number:	1658938	BIRCH HILL
Registration Number:	2308268	BIRCH HILL
Registration Number:	3039406	CLEARWATER OUTFITTERS
Registration Number:	2998622	COLLECTIONS OF STEIN MART
Registration Number:	3002282	COLLECTIONS OF STEIN MART

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Registration Number:	3250924	
Registration Number:	2398312	ISLAND REPUBLIC
Registration Number:	1883000	KEELER BAY
Registration Number:	2502579	NEWCASTLE & YORK
Registration Number:	2906059	ONCE YOU GO, YOU GET IT
Registration Number:	2152544	PANACHE STEIN MART
Registration Number:	1514032	PECK & PECK
Registration Number:	3389983	PECK & PECK WEEKEND
Registration Number:	3136240	ROTH LECOVER
Registration Number:	1756934	SCOTT TAYLOR
Registration Number:	3124139	SETTE PONTI
Registration Number:	1204955	STEIN MART
Registration Number:	1642144	STURBRIDGE
Registration Number:	3500151	T.HARRIS
Registration Number:	3497124	
Registration Number:	1666795	WINTERPORT
Registration Number:	2027094	YOU COULD PAY MORE, BUT YOU'LL HAVE TO GO SOMEWHERE ELSE

CORRESPONDENCE DATA

Fax Number: (904)598-6212
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 904-598-6112
Email: krowe@sgrlaw.com
Correspondent Name: Katharine F. Rowe
Address Line 1: 50 N. Laura Street
Address Line 2: Suite 2600
Address Line 4: Jacksonville, FLORIDA 32202

NAME OF SUBMITTER:	Katharine F. Rowe
Signature:	/Katharine F. Rowe/
Date:	11/17/2008

Total Attachments: 2
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ASSIGNMENT OF TRADEMARK AND ASSOCIATED RIGHTS

WHEREAS, Stein Mart, Inc., a Florida corporation, located at 1200 Riverplace Boulevard, Jacksonville, Florida 32207 (hereinafter "Assignor"), is the user and owner of all right, title and interest in and to the following trademark(s) and/or service mark(s), (the "Mark(s)"):

2 A TEE – Serial No.: 78789416
7P – Registration No.: 3,343,588
ANDRE OLIVER – Registration No.: 3,130,325
ANDRE OLIVER (European Union Application)—Registration No.: None
BAMBOO TRADERS— Registration No.: 2,614,190
BIRCH HILL— Registration No.: 1,658,938
BIRCH HILL— Registration No.: 2,308,268
BOUTIQUE— Serial No.: 77130019
C CONCEPT— Serial No.: 78927585
CLEARWATER OUTFITTERS— Registration No.: 3,039,406
CLEARWATER OUTFITTERS— Serial No.: 78927591
COLLECTIONS OF STEIN MART— Registration No.: 2,998,622
COLLECTION OF STEIN MART & DESIGN— Registration No.: 3,002,282
FIVE DIAMONDS DESIGN— Registration No.: 3,250,924
ISLAND REPUBLIC— Registration No.: 2,398,312
KEELER BAY— Registration No.: 1,888,300
MAINBOCHER— Serial No.: 78855896
NEWCASTLE & YORK— Registration No.: 2,502,579
ONCE YOU GO, YOU GET IT— Registration No.: 2,906,059
PANACHE STEIN MART— Registration No.: 2,152,544
PECK & PECK— Registration No.: 1,514,032
PECK & PECK WEEKEND— Serial No.: 78787113
ROTH LECOVER— Registration No.: 3,136,240
SCOTT TAYLOR— Registration No.: 1,756,934
SETTE PONTI— Registration No.: 3,124,139
STEIN MART— Registration No.: 1,204,955
STURBRIDGE— Registration No.: 1,642,144
T HARRIS— Serial No.: 78782688
T HARRIS LONDON— Serial No.: 77348988
T HARRIS HAT DESIGN— Serial No.: 78782830
WINTERPORT – Registration No.: 1,666,795
YOU COULD PAY MORE BUT . . . – Registration No.: 2,027,094

WHEREAS, Stein Mart Holding Corp., a Florida corporation, located at 1200 Riverplace Boulevard, Jacksonville, Florida 32207 (hereinafter "Assignee"), is desirous of acquiring the Mark(s).

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, its successors and assigns, any and all right, title and interest in the world Assignor may possess in and to the Mark(s) together with the goodwill of the business symbolized by the Mark(s), the right to sue for future and past infringement of the Mark(s), and all of the assets, properties, contracts, rights and obligations relating thereto.

STEIN MART, INC.

Date February 3, 2008

By: [Signature]
Printed Name: James G. Delfs
Its: SVP, CFO

STATE OF FLORIDA
COUNTY OF DUVAL

The foregoing instrument was acknowledged before me this 3rd day of February, 2008, by James G. Delfs, the SVP, CFO of Stein Mart, Inc., on behalf of the corporation (notary must check applicable box)

- is/are personally known to me.
- produced a current _____ driver's license as identification.
- produced _____ as identification.

{Notary Seal must be affixed}

[Signature]
Signature of Notary
Betty J. Maynard
Name of Notary (Typed, Printed or Stamped)
Commission Number (if not legible on seal): _____
My Commission Expires (if not legible on seal): _____

