

TRADEMARK ASSIGNMENT

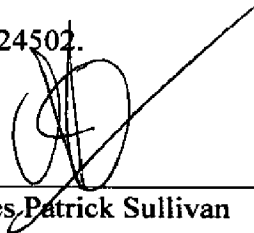
Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mr James Patrick Sullivan		10/31/2008	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Consolidated Shoe Company, Inc.		
Street Address:	22290 Timberlake Road		
City:	Lynchburg		
State/Country:	VIRGINIA		
Postal Code:	24502		
Entity Type:	COMPANY:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3191430	POETIC LICENCE	
CORRESPONDENCE DATA			
Fax Number:	(202)293-7860		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-663-7495		
Email:	mwebner@sughrue.com, aspriggs@sughrue.com		
Correspondent Name:	W. Mack Webner		
Address Line 1:	2100 Pennsylvania Avenue, N.W.		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	11792099		
NAME OF SUBMITTER:	W. Mack Webner		
Signature:	/W. Mack Webner/		
Date:	11/17/2008		

CH \$40.00 3191430

TRADEMARK ASSIGNMENT

James Patrick Sullivan whose address is 34 Highfield Avenue, Pinner, United Kingdom HA5 5LA, the owner of United States Trademark Registration No. 3,191,430 for the trademark POETIC LICENCE for "articles of clothing, namely, jeans, trousers, skirts, shirts, jumpers, jackets, coats, scarves and gloves; articles of footwear, namely, shoes, boots, trainers, sports shoes and slippers; articles of headgear, namely, hats and caps" all in International Class 25, does hereby for good and valuable consideration and the sum of \$10.00 in hand acknowledged as received, assign the entire right title and interest in and to the trademark POETIC LICENCE and the registration therefore along with the goodwill of the business associated with said trademark, to Consolidated Shoe Company, 22290 Timberlake Road Lynchburg, Virginia 24502.



James Patrick Sullivan

DATED: October 31st 2008