

**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>
Boscov's Investment Company		12/04/2008	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	BLF Investment Company, Inc.
<b>Street Address:</b>	4500 Perkiomen Avenue
<b>City:</b>	Reading
<b>State/Country:</b>	PENNSYLVANIA
<b>Postal Code:</b>	19606
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 10**

Property Type	Number	Word Mark
Registration Number:	1510486	BOSCOV'S
Registration Number:	1554843	SEQUENCE
Registration Number:	1765311	CROSS & WINSOR
Registration Number:	2231120	ASHLEY COOPER
Registration Number:	2575237	STARTING POINT
Registration Number:	3174872	KITCHEN CORNER
Registration Number:	3082756	B KIDS
Registration Number:	3272833	NEW @TITUDE
Serial Number:	77592911	ASHLEY COOPER HOME COLLECTION
Serial Number:	77592491	MOUNTAIN RIDGE

**CORRESPONDENCE DATA**

Fax Number: (215)851-1420  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 215-851-8100

OP \$265.00 1510486

Email: philpdocketing@reedsmith.com  
Correspondent Name: Carl H. Pierce, Esq.  
Address Line 1: Reed Smith LLP, 1650 Market Street  
Address Line 2: 2500 One Liberty Place  
Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER:	887107.60002
NAME OF SUBMITTER:	Carl H. Pierce
Signature:	/Carl H. Pierce/
Date:	12/16/2008

**Total Attachments: 3**

source=Trademark Assignment - BLF Investment Company, Inc#page1.tif  
source=Trademark Assignment - BLF Investment Company, Inc#page2.tif  
source=Trademark Assignment - BLF Investment Company, Inc#page3.tif

## CONFIRMATION OF TRADEMARK ASSIGNMENT

WHEREAS, Boscov's Investment Company, a corporation organized and existing under the laws of the state of Delaware, United States of America, and having a place of business at 4500 Perkiomen Avenue, Reading, Pennsylvania, 19606, United States of America, hereinafter generally referred to as "ASSIGNOR", has held certain ownership rights in and to the trademarks, service marks, and trade dress identified in Schedule 1;

WHEREAS, BLF Investment Company, Inc., a corporation organized and existing under the laws of the state of Delaware, United States of America, (hereinafter "ASSIGNEE"), and having a place of business at 4500 Perkiomen Avenue, Reading, Pennsylvania, 19606 is a successor to the business of ASSIGNOR to which the trademark and service marks identified in Schedule 1 pertain, and, as of December 4<sup>th</sup>, 2008, ASSIGNEE has acquired from ASSIGNOR in connection with the transfer of ASSIGNOR's business to which the trademark and service marks identified in Schedule 1 pertain, all right, title, and interest in and to the trademarks, service marks, and trade dress identified in Schedule 1 in all forms, together with the goodwill of the business associated therewith; and

WHEREAS, the parties wish to acknowledge this assignment and make it of record in the United States Patent and Trademark Office.

NOW, THEREFORE, in consideration of the sum of One U.S. Dollar, and other good and valuable executed consideration, the full receipt and sufficiency of all of which are hereby acknowledged, and intending to be legally bound hereby, the undersigned ASSIGNOR hereby acknowledges and confirms the assignment, transference, and conveyance to ASSIGNEE of the whole and entire right, title and interest in and to said trademarks, service marks, and trade dresses identified in Schedule 1, in all forms, together with the goodwill of the business associated therewith, and agrees to sell, assign, transfer and convey, and does hereby sell, assign, transfer and convey, unto ASSIGNEE, any and all, if any, right, title and interest remaining in and with the ASSIGNOR in and to said trademarks, service marks, and trade dresses identified in Schedule 1;

ASSIGNOR hereby covenants, agrees and will undertake to execute, whenever requested by ASSIGNEE, all trademark applications, assignments, lawful oaths and any other papers which ASSIGNEE may deem necessary or desirable for securing to ASSIGNEE, or for maintaining unto ASSIGNEE, all rights hereby confirmed as assigned, assigned, or agreed to be assigned, all without further compensation to the undersigned ASSIGNOR.

Executed this 4<sup>th</sup> day of December, 2008,

BY: Michael J. Hughes  
Name: Michael J. Hughes  
Title: Chief Restructuring Officer

State of Pennsylvania )SS:  
County of Berks )

Before me personally appeared said Michael J. Hughes and acknowledged the foregoing instrument to be his free act and deed this 4<sup>th</sup> day of December, 2008

SEAL



Cheryl M. Boyce  
(Notary Public)

COMMONWEALTH OF PENNSYLVANIA  
Notarial Seal  
Cheryl M. Boyce, Notary Public  
Exeter Twp., Berks County  
My Commission Expires March 6, 2011  
Member, Pennsylvania Association of Notaries

[signature page to TM confirmatory assignment]

**SCHEDULE 1**  
**TRADEMARKS**

<u>Mark</u>	<u>Status</u>	<u>Appl. No.</u>	<u>Appl. Date</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
BOSCOV'S	Registered	73688945	10/13/1987	1510486	10/25/1988
SEQUENCE	Registered	73769227	12/13/1988	1554843	9/5/1989
CROSS & WINSOR	Registered	74225590	11/26/1991	1765311	4/13/1993
ASHLEY COOPER	Registered	75202957	11/22/1996	2231120	3/9/1999
STARTING POINT	Registered	76036230	4/27/2000	2575237	6/4/2002
KITCHEN CORNER	Registered	78405778	4/21/2006	3174872	11/21/2006
B KIDS	Registered	78624644	5/6/2005	3082756	4/18/2006
NEW @TITUDE	Registered	78554143	1/26/2005	3272833	7/31/2007
ASHLEY COOPER HOME COLLECTION	Pending (use based)	77592911	10/15/2008		
MOUNTAIN RIDGE	Pending (use based)	77592491	10/14/2008		