

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BLF Investment Company, Inc.		12/09/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Boscov's Investment Company, Inc.
Street Address:	4500 Perkiomen Avenue
City:	Reading
State/Country:	PENNSYLVANIA
Postal Code:	19606
Entity Type:	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
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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: 2

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Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "BLF INVESTMENT COMPANY, INC.", CHANGING ITS NAME FROM "BLF INVESTMENT COMPANY, INC." TO "BOSCOV'S INVESTMENT COMPANY, INC.", FILED IN THIS OFFICE ON THE NINTH DAY OF DECEMBER, A.D. 2008, AT 2:12 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

4625972 8100

081177713

You may verify this certificate online
at corp.delaware.gov/authver.shtml



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7011852

DATE: 12-09-08

TRADEMARK

REEL: 003904 FRAME: 0888

**STATE OF DELAWARE
CERTIFICATE OF AMENDMENT
OF CERTIFICATE OF INCORPORATION**

The corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

FIRST: That at a meeting of the Board of Directors of
BLF Investment Company, Inc.

resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

RESOLVED, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered "First" so that, as amended, said Article shall be and read as follows:

"The name of the corporation in Boscov's Investment Company, Inc."

SECOND: That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.

THIRD: That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, said corporation has caused this certificate to be signed this 9th day of December, 2008.

By: 
Authorized Officer

Title: Chief Financial Officer

Name: Russell C. Diehm

Print or Type