

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	03/05/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Bon, Inc.		03/05/2005	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	Federated Brands, Inc.
Street Address:	740 Chestnut Street
City:	Manchester
State/Country:	NEW HAMPSHIRE
Postal Code:	03104
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2187043	F&N THE ORIGINAL FREDERICK & NELSON

CORRESPONDENCE DATA

Fax Number: (212)336-8001
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (212) 336-8000
 Email: ptodocket@arelaw.com
 Correspondent Name: Max Vern
 Address Line 1: 90 Park Avenue
 Address Line 2: Amster, Rothstein & Ebenstein LLP
 Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER:	33765/954
NAME OF SUBMITTER:	Max Vern
Signature:	/Max Vern/

CH \$40.00 2187043

Date:

03/05/2009

Total Attachments: 1

source=F&N THE ORIGINAL FREDERICK & NELSON 2187043 Assignment#page1.tif

**NUNC PRO TUNC TRADEMARK ASSIGNMENT
(UNITED STATES OF AMERICA)**

THIS ASSIGNMENT is effective as of March 5, 2005, from **The Bon, Inc.**, an Ohio corporation located at Third Avenue and Pine Streets, Seattle, Washington 98181 ("Assignor"), to **Federated Brands, Inc.**, a Delaware Corporation, located at 740 Chestnut Street, Manchester, New Hampshire 03104 ("Assignee").


WHEREAS, Assignor is the owner of all right, title and interest in and to all intellectual property relating to the trademark F & N THE ORIGINAL FREDERICK & NELSON Design and United States Trademark Registration No. 2,187,043, and all related goodwill; and

WHEREAS, Assignee is desirous of acquiring the Assignor's right, title and interest to the trademark F & N THE ORIGINAL FREDERICK & NELSON Design, the goodwill associated therewith, and U.S. Trademark Registration No. 2,187,043.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the trademark F & N THE ORIGINAL FREDERICK & NELSON Design, together with the goodwill of the business symbolized by the trademark F & N THE ORIGINAL FREDERICK & NELSON Design and U.S. Trademark Registration No. 2,187,043.

IN WITNESS WHEREOF, this Assignment has been executed effective as of the date first written above.

The Bon, Inc.

By  Daniel Edelman
Name: CEO The Bon Inc.
Title(as of March 5, 2005):