

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
The Elder-Beerman Stores Corp.		04/28/2009	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	The Bon-Ton Trade, LLC		
Street Address:	2711 Centerville Road, Suite 400		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2789053	EBRIDE	
CORRESPONDENCE DATA			
Fax Number:	(717)291-4660		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	717-299-5201		
Email:	ipdocket@barley.com		
Correspondent Name:	Scott F. Landis		
Address Line 1:	PO Box 1559		
Address Line 4:	Lancaster, PENNSYLVANIA 17608-1559		
ATTORNEY DOCKET NUMBER:	Y32900-979		
NAME OF SUBMITTER:	Scott F. Landis		
Signature:	/scott f. landis/		
Date:	04/29/2009		

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TRADEMARK
REEL: 003978 FRAME: 0625

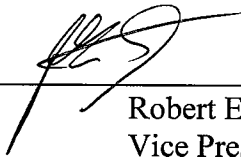
Total Attachments: 1
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ASSIGNMENT OF TRADEMARK REGISTRATION

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **The Elder-Beerman Stores Corp.** hereby assigns all of its right, title and interest in and to the trademark, "EBRIDE," US Registration Number 2,789,053, together with all of the goodwill of the business symbolized by the mark, to **The Bon-Ton Trade, LLC**, a Delaware limited liability company, with a mailing address of 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808.

Executed the 28th day of April, 2009.

THE ELDER-BEERMAN STORES CORP.

By:  _____
Robert E. Stern
Vice President