

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
Schotttstein Stores Corporation		07/31/2003	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	American Signature, Inc.		
Street Address:	1800 Moler Road		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43207		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76371912	LAKE COTTAGE	
CORRESPONDENCE DATA			
Fax Number:	(513)241-6234		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	5132412324		
Email:	tremaklus@whepatent.com		
Correspondent Name:	Theodore R. Remaklus		
Address Line 1:	441 Vine Street		
Address Line 2:	2700 Carew Tower		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	VALC-229 / 122		
NAME OF SUBMITTER:	Theodore R. Remaklus		
Signature:	/theodore r remaklus/		
Date:	05/27/2009		

OP \$40.00 76371912

Total Attachments: 11

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ASSIGNMENT

WHEREAS, Schottenstein Stores Corporation, a corporation organized and existing under the laws of the State of Delaware, having a place of business at 1800 Moler Road, Columbus, Ohio 43207, (hereinafter referred to as the "Assignor"), owns the patents, patent applications, trademarks and service marks, copyrights, and domain names (collectively, the "Intellectual Property"), which are registered or applied for in the United States Patent and Trademark Office, the United States Copyright Office, and Internet Registrars, respectively, associated with each of the foregoing, all of which are listed on Exhibit A attached here to and made a part hereof, together with any applicable registration or application numbers; and


WHEREAS, American Signature, Inc, a corporation organized and existing under the laws of the State of Ohio, with an address of 1800 Moler Road, Columbus, Ohio 43207, (herein after referred to as the "Assignee") desires to acquire said Intellectual Property listed in Exhibit A and any and all pending and future applications and registrations therefor and/or derived therefrom;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the said Assignor does hereby assign and transfer to the said Assignee the entire right, title, and interest in and to said Intellectual Property identified in Exhibit A, together with the goodwill and all assets of the existing and

ongoing business symbolized by the trademarks and service marks listed on Exhibit A, and the registrations thereof and pending applications therefor, including any future trademark and service mark divisional applications and patent divisional and continuation applications, and all other rights which Assignor has enjoyed thereunder in the United States, including any and all rights to recovery based on past infringement of said Intellectual Property, the same to be held and enjoyed by the Assignee, its successors and assigns, to the full end of the terms for which the aforesaid Intellectual Property are registered and any renewals of the terms thereof, if applicable.

THIS ASSIGNMENT is made effective the 31st day of July, 2003.

Schottenstein Stores Corporation, Assignor

By: 

Name: Irwin A. Bain

Title: Senior Vice-President, Secretary and General Counsel

Date: July 31, 2003

American Signature, Inc., Assignee

By: 

Name: TOD FRIEDMAN

Title: VICE PRESIDENT, SECRETARY AND GENERAL COUNSEL

Date: AUGUST 4, 2003

EXHIBIT A

U.S. PATENTS AND PATENT APPLICATIONS

<u>TITLE</u>	<u>APPLICATION NO.</u>	<u>FILING DATE</u>	<u>PATENT NO.</u>	<u>ISSUE DATE</u>
Furniture stile and post	159,498	4/23/2002	D475,556	6/10/2003
Mirror frame carving	161,763	6/5/2002	D476,490	7/1/2003
Bed frame headboard corner	161,833	6/5/2002	D476,180	6/24/2003
Cloverleaf coffee table	161,873	6/5/2002	D476,174	6/24/2003
Claw foot column	162,335	6/13/2002	D476,179	6/24/2003
Furniture chest	164,153	7/18/2002	D476,505	7/1/2003
Sideboard component	168,851	10/10/2002	D476,176	6/24/2003
Dining table	943,586	9/11/1992	D343,077	1/11/1994
Dining table	943,589	9/11/1992	D343,078	1/11/1994
Dining table	943,591	9/11/1992	D343,079	1/11/1994
Dining chair	943,585	9/11/1992	D346,503	5/3/1994
Dining chair	943,590	9/11/1992	D346,504	5/3/1994
Combined hutch and buffet	943,588	9/11/1992	D346,511	5/3/1994
Combined hutch and buffet	943,592	9/11/1992	D346,512	5/3/1994
Combined hutch and buffet	943,587	9/11/1992	D346,914	5/17/1994
Dining chair	943,594	9/11/1992	D350,652	9/20/1994
Utility cabinet	018,200	2/1/1994	D363,834	11/7/1995
Chair	040,854	6/29/1995	D369,919	5/21/1996
Table	040,910	6/29/1995	D374,997	10/29/1996
Cocktail table	045,635	10/25/1995	D375,005	10/29/1996
Contemporary dining chair with square back runners	045,634	10/25/1995	D375,846	11/26/1996

EXHIBIT A

China cabinet	040,886	6/29/95	D376,279	12/10/1996
Side chair	045,659	10/25/1995	D376,486	12/17/1996
Country storage table	046,705	10/26/1995	D377,279	1/14/1997
Chair with wheat style back rungs	045,637	10/25/1995	D377,565	1/28/1997
Hutch	054,808	5/22/1996	D378,478	3/18/1997
Buffet	045,648	10/25/1995	D378,717	4/8/1997
End table	45,649	10/25/1995	D382,423	8/19/1997
Contemporary dining table	046,709	10/26/1995	D382,424	8/19/1997
Buffet	054,807	5/22/1996	D384,836	10/14/1997
Bed frame	147,257	8/24/2001	D459,907	7/9/2002
Bed frame	149,867	10/17/2001	D462,193	9/3/2002
Dresser	149,641	10/12/2001	D462,540	9/10/2002
Bed frame	149,866	10/17/2001	D462,848	9/17/2002
Bed frame	149,594	10/12/2001	D462,849	9/17/2002
Bed frame	149,549	10/12/2001	D463,155	9/24/2002
Bed frame	149,825	10/17/2001	D463,156	9/24/2002
Bed frame	149,868	10/17/2001	D463,157	9/24/2002
Bed frame	149,593	10/12/2001	D463,678	10/1/2002
Chest component	159,478	4/22/2002	D471,037	3/4/2003
Furniture server	167,463	9/13/2002	D471,378	3/11/2003
Furniture base	165,108	8/5/2002	D471,387	3/11/2003
Carved chair back	161,780	6/4/2002	D472,082	3/25/2003
Sideboard component	162,077	6/7/2002	D472,407	4/1/2003
Furniture foot and rail	159,629	4/25/2002	D473,405	4/22/2003

EXHIBIT A

Carved leaf molding	161,741	6/4/2002	D473,736	4/29/2003
Furniture medallion	159,488	4/23/2002	D473,738	4/29/2003
Carved um furniture adornment	159,497	4/23/2002	D473,739	4/29/2003
Furniture foot and rail segment	168,846	10/9/2002	D474,050	5/6/2003
Furniture lattice	159,499	4/23/2002	D474,053	5/6/2003
Modular support for oversized queen mattress	020,711	12/14/2001	6,510,571	1/28/2003
Interiorly and exteriorly carved bed canopy apron section	161,891	6/5/2002	N/A	N/A
Sofa arm front section	162,093	6/7/2002	N/A	N/A
Sofa component design	163,514	7/5/2002	N/A	N/A
Table pedestal component design	163,515	7/5/2002	N/A	N/A
Furniture leg	164,013	7/17/2002	N/A	N/A
Furniture component	165,109	8/5/2002	N/A	N/A
Chest component	168,975	10/11/2002	N/A	N/A

U.S. TRADEMARKS

<u>TRADEMARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
ADJUST-A-DREAMER	76/341,823	11/26/2001	2,725,657	6/10/2003
ALL THE TIME EVERY TIME CUSTOMER SATISFACTION	75/287,840	5/7/1997	2,160,494	5/26/1998
ALL THE TIME EVERY TIME GUARANTEED LOWEST PRICES	75/318,945	7/3/1997	2,160,649	5/26/1998
AMERICAN SIGNATURE	75/408,978	12/22/1997	2,659,773	12/10/2002

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AMERICAN SIGNATURE	75/979,429	12/22/1997	2,386,599	9/12/2000
AMERICAN SIGNATURE	75/676,369	4/7/1999	N/A	N/A
AMERICAN SIGNATURE	75/980,668	4/7/1999	2,472,445	7/24/2001
AMERICAN SIGNATURE ARTS AND CRAFTS COLLECTION	76/121,251	9/1/2000	2,583,550	6/18/2002
AMERICAN SIGNATURE BACK- EAZE	76/143,285	10/10/2000	2,580,131	6/11/2002
AMERICAN SIGNATURE BRANDS	76/346,358	12/7/2001	N/A	N/A
AMERICAN SIGNATURE CARVED OAK COLLECTION	76/096,499	7/25/2000	2,583,485	6/18/2002
AMERICAN SIGNATURE CLASSIC	75/110,583	5/28/1996	2,196,253	10/13/1998
AMERICAN SIGNATURE DESIGNS	76/346,355	12/7/2001	N/A	N/A
AMERICAN SIGNATURE DESIGNS	75/982,554	12/7/2001	N/A	N/A
AMERICAN SIGNATURE . . . FOR THE BEST REST OF YOUR LIFE	76/119,077	8/29/2000	N/A	N/A
AMERICAN SIGNATURE FURNITURE	75/676,682	4/7/1999	N/A	N/A
AMERICAN SIGNATURE FURNITURE	75/981,451	4/7/1999	2,553,760	3/26/2002
AMERICAN SIGNATURE FURNITURE BRANDS	76/346,356	12/7/2001	N/A	N/A
AMERICAN SIGNATURE FURNITURE DESIGNS	76/346,357	12/7/2001	N/A	N/A
AMERICAN SIGNATURE FURNITURE DESIGNS	75/982,600	12/7/2001	N/A	N/A
AMERICAN SIGNATURE FURNITURE GALLERY	75/676,676	4/7/1999	N/A	N/A
AMERICAN SIGNATURE GALLERY	75/982,346	4/7/1999	2,625,895	7/24/2002
AMERICAN SIGNATURE HEIRLOOM PINE COLLECTION	76/021,135	4/7/2000	2,480,948	8/21/2001
AMERICAN SIGNATURE HOME	76/383,686	3/18/2002	N/A	N/A

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AMERICAN SIGNATURE HOME	76/975,604	3/18/2002	N/A	N/A
AMERICAN SIGNATURE MIRACLE AIRE	76/522,931	6/17/2003	N/A	N/A
AMERICAN SIGNATURE ROSE GARDEN COLLECTION	76/121,254	9/1/2000	2,580,072	6/11/2002
AMERICAN SIGNATURE SEA ISLAND COLLECTION	75/740,720	6/30/1999	N/A	N/A
AMERICAN SIGNATURE STUDIO ONE COLLECTION	76/380,671	3/11/2002	2,677,531	1/21/2003
AMERICAN SIGNATURE WEST INDIES COLLECTION	76/121,250	9/1/2000	2,632,779	10/8/2002
AMERICA'S FINEST BEDS	75/872,434	12/15/1999	2,403,031	11/7/2000
AS (Stylized)	76/413,256	5/23/2002	N/A	N/A
AS (Stylized)	76/411,052	5/23/2002	N/A	N/A
AS (Stylized)	76/975,632	5/23/2002	N/A	N/A
AVONLEA COMFORT	75/817,194	10/6/1999	2,408,407	11/28/2000
AVONLEA COMFORT PILLOWTOP	75/817,657	10/6/1999	2,438,220	3/27/2001
AVONLEA SUPPORT	75/817,176	10/6/1999	2,408,406	11/28/2000
BEDFORD SUPERIOR	75/816,906	10/6/1999	2,505,296	11/6/2001
BEDFORD SUPERIOR PILLOWTOP	75/817,187	10/6/1999	2,436,600	3/20/2001
BONDED SLEEP PRODUCTS	76/154,159	10/26/2000	2,633,549	10/8/2002
BOND-O-PEDIC	76/154,155	10/26/2000	2,602,447	7/30/2002
BUY THE MOST...SAVE THE MOST!	75/923,892	2/22/2000	2,421,421	1/16/2001
CAMPTON REST	75/817,661	10/6/1999	2,502,844	10/30/2001
CAMPTON BASIC	75/817,177	10/6/1999	2,502,843	10/30/2001

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CIGLIANO	75/318,946	7/3/1997	2,271,400	8/24/1999
CREATING INTERIORS FOR YOUR LIFE	76/409,742	5/20/2002	N/A	N/A
CUSTOM COLLECTIONS	74/695,016	6/29/1995	2,090,197	8/19/1997
DECORATOR SHOWCASE	75/975,757	3/1/1994	2,056,509	4/22/1997
DOVETAIL COLLECTION	76/403,545	5/3/2002	N/A	N/A
EAST VILLAGE	76/371,348	2/15/2002	N/A	N/A
E.P.P.	76/098,451	7/28/2000	2,637,615	10/15/2002
FEATHER EASE	74/725,399	9/5/1995	2,018,979	11/26/1996
FOREVER ROSES	76/413,685	5/29/2002	N/A	N/A
GET THE VALUE	74/405,090	6/21/1993	1,828,693	3/29/1994
GRAND REGENCY COLLECTION	76/362,008	1/23/2002	2,682,045	1/28/2003
GRAYSON LUXURY PILLOWTOP	75,817,150	10/6/1999	2,436,599	3/20/2001
HASSLE FREE	76/453,077	9/26/2002	N/A	N/A
HOLBROOK ELITE	75/816,707	10/6/1999	2,502,841	10/30/2001
HOLBROOK ELITE PILLOWTOP	75/817,656	10/6/1999	2,436,603	3/20/2001
INCREDIBLE PRICE ROLL BACK	76/449,122	9/13/2002	N/A	N/A
LAKE COTTAGE	76/371,912	2/15/2002	N/A	N/A
ORTH-O-LATOR	76/154,157	10/26/2000	2,614,248	9/3/2002
POSTURE PILLOW	76/440,780	8/15/2002	N/A	N/A
POSTURE-PLUS	76/367,746	2/6/2002	N/A	N/A

EXHIBIT A

REST-O-PEDIC	76/154,158	10/26/2000	2,602,448	7/30/2002
ROANOKE	73/424,869	5/9/1983	1,340,747	6/1/1985
ROSEMARY'S GARDEN	76/392,122	4/8/2002	N/A	N/A
SEA ISLAND COLLECTION	75/740,721	6/30/1999	N/A	N/A
SIGNATURE MIRACLE-AIRE	76/327,308	10/18/2001	N/A	N/A
SIGNATURE MIRACLE-FOAM	76/353,263	12/27/2001	2,642,684	10/29/2002
STANFORD ADVANCED PILLOWTOP	75/817,174	10/6/1999	2,548,848	3/19/2002
STONE CANYON COLLECTION	76/361,697	1/23/2002	2,733,240	7/1/2003
TODAY'S TRADITIONS COLLECTION	76/362,009	1/23/2002	N/A	N/A
TOWN HALL COLLECTION	75/799,625	9/15/1999	2,646,278	11/5/2002
TOWN HALL COLLECTION	75/980,550	9/15/1999	2,497,156	10/9/2001
ULTIMATE LUXURY PILLOWTOP	75/817,190	10/6/1999	2,611,225	8/27/2002
VALUE CARE	74/472,773	12/20/1993	1,867,197	12/13/1994
VALUE EXPRESS	74/494,272	2/25/1994	1,924,649	10/3/1995
VALUE PACK	74/510,568	4/8/1994	1,910,595	8/8/1995
VINEYARD MANOR COLLECTION	76/359,551	1/16/2002	2,704,085	4/8/2003
VIRGINIA MANOR COLLECTION	75/980,686	9/14/1999	2,513,431	11/27/2001
VIRTUAL CITY FURNITURE	75/534,403	8/11/1998	N/A	N/A
WEST PALM COLLECTION	76/408,551	5/15/2002	N/A	N/A
WHERE QUALITY AND LOW PRICE MEET	74/608,944	12/9/1994	2,016,269	11/12/1996

EXHIBIT A

YOU JUST CAN'T DO ANY BETTER 75/889,503 1/6/2000 2,440,608 4/3/2001

STATE TRADEMARKS

<u>TRADEMARK</u>	<u>STATE</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
AMERICAN SIGNATURE HOME	North Carolina	017182	11/14/2002
AMERICAN SIGNATURE HOME	North Carolina	017183	11/14/2002

COPYRIGHTS

<u>TITLE</u>	<u>CREATION DATE</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
Value City Furniture sales associate training series: units 1-10.	1994	PAu-2-005-18	1/9/1995
Value City Furniture sales associates training series: units 1-10.	1994	SRu-321-294	1/9/1995
Value City Furniture sales associate training series manual.	1994	TXu-682-003	1/9/1995
Value City Furniture sales associate training series trainer's guide.	1994	TXu-682-004	1/9/1995
Receiving Department unloading and storage procedures reference guides.	1994	TXu-682-089	4/17/1995
Value City Furniture shipping and receiving manual, May 1996	1996	TXu-765-380	6/17/1996
Hearts, birds and flower designs	1992	VA-529-892	10/26/1992
Collection of furniture sales tags	1994	VA-788-544	11/20/1995
Sea Island rope carved sleigh bed	1998	VA-1-056-456	3/7/2001
Sea Island rope carved sleigh bed	1998	VA-1-056-566	3/26/2001
Value City Warehouse video tapes 1A,	1994	PAu-1-985-518	4/13/1995

EXHIBIT A

1B, 2A, 2B, 2C and 3 of "Value City
Furniture Warehouse Quality
Performance Series"

Horizontal leaf wood carving	2000	VA-1-169-903	7/24/2002
Post wood carving	2001	VA-1-169-904	7/24/2002
Chair back wood carving	2000	VA-1-169-905	7/24/2002

DOMAIN NAMES

<u>DOMAIN NAME</u>	<u>REGISTRANT</u>	<u>REGISTRATION DATE</u>	<u>EXPIRATION DATE</u>
AMERICANSIGNATURE.COM	Value City Furniture	4/8/1999	4/8/2013
AMERICANSIGNATURE.BIZ	Value City Furniture	11/7/2001	11/6/2006
AMERICAN-SIGNATURE-HOME.COM	Value City Furniture	11/13/2002	11/13/2004
AMERICANSIGNATUREDESIGN.BIZ	Value City Furniture	11/7/2001	11/6/2006
AMERICANSIGNATUREHOME.COM	Value City Furniture	5/30/2002	5/30/2013
AMERICANSIGNATUREINC.COM	Value City Furniture	11/13/2002	11/13/2004