

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Associated Merchandising Corporation		06/02/2009	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Bosco's Investment Company, Inc.
Doing Business As:	DBA Bosco's
Street Address:	4500 Perikomen Avenue
City:	Reading
State/Country:	PENNSYLVANIA
Postal Code:	19606
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Serial Number:	73275854	RADISHES & ROSES
Serial Number:	73339154	PRESWICK & MOORE
Serial Number:	73431582	PRESWICK & MOORE
Serial Number:	73474463	HASTING & SMITH
Serial Number:	73587223	ARCHITECT
Serial Number:	74040910	HASTING & SMITH
Serial Number:	78197003	ARCHITECT JEAN COMPANY
Serial Number:	74307915	BABYCREST
Serial Number:	74266349	BABYCREST
Serial Number:	74266320	BABYCREST
Serial Number:	74266299	BABYCREST
Serial Number:	71569239	BABYCREST
Serial Number:	71405430	BABYCREST

CH \$340.00 73275854

CORRESPONDENCE DATA

Fax Number: (610)371-8506

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 6099877050

Email: ejs@stevenslee.com

Correspondent Name: Elliott J. Stein, Esq.

Address Line 1: 600 College Road East

Address Line 2: Suite 4400

Address Line 4: Princeton, NEW JERSEY 08540

ATTORNEY DOCKET NUMBER:	104176.00002
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NAME OF SUBMITTER:	Elliott J. Stein
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Signature:	/varlawyer/
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Date:	06/10/2009
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Total Attachments: 3

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ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, THE ASSOCIATED MERCHANDISING CORPORATION, a New York corporation, (the "Assignor") with a place of business at 500 7th Avenue, New York, NY 10018, has adopted and used certain trademarks (the "Trademarks") in connection with the identification, promotion and advertising of its business and has obtained registrations for certain of those Trademarks (the "Registrations") both as identified in Schedule A hereto

WHEREAS, BOSCOV'S INVESTMENT COMPANY, INC., a Delaware corporation, (the "Assignee") with a place of business at 4500 Perikomen Avenue, Reading, PA 19606, desires to acquire all right, title and interest Assignor now possesses in and to the Trademarks and Registrations as used by Assignor;

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee: (i) all of its right, title and interest in and to the Trademarks and Registrations, together with all goodwill related to such Trademarks and Registrations; and (ii) the exclusive right to assert claims for infringement or dilution of such Trademarks and Registrations, whether such claims arose before or after the date of this assignment.

FURTHER, in accepting such assignment, Assignee acknowledges and agrees that: (i) Assignor has made no representations and given no guarantees or warranties of any kind whatsoever related to such Trademarks or Registrations; and (ii) Assignee shall be solely responsible for claims that the Trademarks infringe the rights of others, whether such claims arose before or after the date of this assignment.

IN WITNESS WHEREOF, I have executed this agreement as of May 7, 2009.

THE ASSOCIATED MERCHANDISING
CORPORATION

By: Lisa W. Louie

Title: VP, Finance

SCHEDULE A

Trademark	U.S. Reg. No.
RADISHES & ROSES	1,202,094
PRESWICK & MOORE	1,221,841
PRESWICK AND MOORE	1,290,249
HASTING & SMITH (and design)	1,344,675
ARCHITECT	1,417,523
HASTING & SMITH	1,629,090
ARCHITECT JEAN COMPANY	None
BABYCREST	None