

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
Walden-Hays, Inc.		03/17/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Retail Royalty Company		
Street Address:	101 Convention Center Drive		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3256097	BEYOUTIFUL	
CORRESPONDENCE DATA			
Fax Number:	(724)779-7820		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412-432-4582		
Email:	trademark@ae.com		
Correspondent Name:	Courtney Ballas		
Address Line 1:	77 Hot Metal Street		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15203		
NAME OF SUBMITTER:		Courtney Ballas	
Signature:		/Courtney Ballas/	
Date:		03/29/2010	
Total Attachments: 1 source=BEYOUTIFUL Assignment#page1.tif			

OP \$40.00 3256097

ASSIGNMENT

WHEREAS, Walden-Hays, Inc., a corporation organized and existing under the laws of the State of New York, located at P.O. Box 1071 New York, NY 10276, United States of America ("Assignor"), is the owner of the following trademark listed in the attached schedule (hereinafter, the "Trademark");

TRADEMARK	US REGISTRATION NO.
BEYOUTIFUL	3,256,097

and WHEREAS, Retail Royalty Company, a corporation duly organized and existing under the laws of the State of Nevada, located at 101 Convention Center Drive, Las Vegas Nevada 89109, United States of America ("Assignee"), is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

WALDEN-HAYS, INC.
ASSIGNOR

By: [Signature]
Name: TONY YALBOROVICH
Title: VP
Date: 3-17-2010

RETAIL ROYALTY COMPANY
ASSIGNEE

By: [Signature]
Name: Iwin A. Bain
Title: President
Date: 3-22-10