

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
Hatchel International Foundation		10/26/2009	CORPORATION: LIECHTENSTEIN
RECEIVING PARTY DATA			
Name:	House of Fraser (Stores) Limited		
Street Address:	Granite House		
Internal Address:	31 Stockwell Street		
City:	Glasgow		
State/Country:	UNITED KINGDOM		
Postal Code:	G1 4RZ		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2061669	BIBA	
Registration Number:	2578992	BIBA	
Registration Number:	3197460	BIBA	
Registration Number:	3091128	BIBA	
CORRESPONDENCE DATA			
Fax Number:	(212)370-1819		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 661 1400		
Email:	ddonnelly@vonmaltitz.com		
Correspondent Name:	Diane Donnelly		
Address Line 1:	von Maltitz, Derenberg, Kunin et al		
Address Line 2:	60 East 42nd Street, Suite 2446		
Address Line 4:	New York, NEW YORK 10165		
ATTORNEY DOCKET NUMBER:	8876/238		

OP \$115.00 2061669

DOMESTIC REPRESENTATIVE

Name: Diane Donnelly
Address Line 1: von Maltitz, Derenberg, Kunin et al
Address Line 2: 60 East 42nd Street, Suite 2446
Address Line 4: New York, NEW YORK 10165

NAME OF SUBMITTER:	Diane Donnelly
Signature:	/Diane Donnelly/
Date:	07/06/2010

Total Attachments: 2
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TRADE MARK ASSIGNMENT

THIS ASSIGNMENT is made this 26th day of October 2009

BETWEEN

Hachel International Foundation whose place of business is at P.O. Box 34604, Vaduz, Liechtenstein (hereinafter referred to as "the Assignor") of the one part

AND

House of Fraser (Stores) Limited whose place of business is at Granite House, 31 Stockwell Street, Glasgow, G1 4RZ, UK (hereinafter referred to as "the Assignee") of the other part

WHEREAS

- 1) *The Assignor is the proprietor of the trade mark registrations, details of which are set out in the schedule hereto ("the Trade Marks")*
- 2) The Assignor has agreed to assign to the Assignee the said Trade Marks on the terms and conditions hereinafter mentioned.

NOW THIS ASSIGNMENT WITNESSETH as follows:

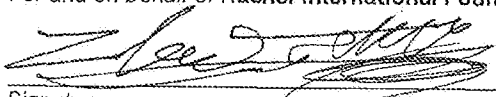
- 1) In consideration of a good and valuable sum paid by the Assignee to the Assignor (the receipt of which is hereby acknowledged), the Assignor hereby assigns to the Assignee all the rights, title and interest in the Trade Marks together with that part of the goodwill of the business relating wholly to the Trade Marks.
- 2) The Assignor hereby undertakes to execute any further documents and do any further things reasonably required by the Assignee in order to perfect this assignment and obtain the full benefit of the Trade Marks in this jurisdiction.

SCHEDULE

<u>Country</u>	<u>Trade Mark</u>	<u>Number</u>
USA	BIBA Logo	2061669
USA	BIBA Logo	2578992
USA	BIBA Logo	3197460
USA	BIBA Logo	3091128

IN WITNESS WHEREOF, this assignment has been duly executed by authorised representatives of the parties hereto with effect from the date, month and year first above written.

For and on behalf of Hachel International Foundation



Signature

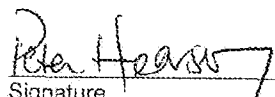
CARMEL LEVY

Name

PRESIDENT

Title

For and on behalf of House of Fraser (Stores) Limited



Signature

PETER HEARSEL

Name

COMPANY SECRETARY

Title