

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
CATO CORPORATION		01/31/1999	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CHW, LLC		
<b>Street Address:</b>	8100 Denmark Road		
<b>City:</b>	Charlotte		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	28273		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1788619	IT'S FASHION!	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(704)805-5069		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	704-343-2042		
Email:	jhunter@mcguirewoods.com		
Correspondent Name:	Jayne Conway Hunter		
Address Line 1:	201 North Tryon Street		
Address Line 4:	Charlotte, NORTH CAROLINA 28202		
ATTORNEY DOCKET NUMBER:	4507195.0100 ITSFASHION		
NAME OF SUBMITTER:	Jayne Conway Hunter		
Signature:	/Jayne Conway Hunter/		
Date:	08/30/2010		

OP \$40.00 1788619

**Total Attachments: 3**

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**ASSIGNMENT CERTIFICATE NO. 1  
ISSUED PURSUANT  
TO  
ASSIGNMENT AGREEMENT  
DATED AS OF OCTOBER 7, 1992**

The Cato Corporation ("Assignor") does hereby assign, transfer and convey to CHW, LLC, as successor by merger to CHW Corporation ("Assignee"), all of its right, title and interest in and to certain trade names, trademarks and service marks, including without limitation, all common law trade names, trademarks and service marks, all registrations, all applications for registration, all pending registrations, all registration rights, all future registration rights and all goodwill associated therewith, which are more particularly identified on Schedule 1 hereto (collectively, the "Marks"), pursuant to the terms and conditions of that certain Assignment Agreement dated as of October 7, 1992 between Assignor and CHW Corporation, which Assignment Agreement is hereby ratified, and by operation of law effective upon the merger of CHW Corporation into Assignee as of 12:01 a.m. on January 31, 1999 (the "Merger Date"), as evidenced by the Certificate of Merger of CHW Corporation with and into Assignee filed with the Delaware Secretary of State, a copy of which is attached hereto as Exhibit A.

Pursuant to this Assignment Certificate, Assignor and Assignee certify that the transfer made herein is effective as of the Merger Date, and Assignee has accepted and received the Marks as of such date. Reference is made to said Assignment Agreement for additional terms and conditions of the assignment evidenced hereby.

This Assignment Certificate has been executed by Assignor and Assignee to be effective as of January 31, 1999.

**ASSIGNOR:**  
THE CATO CORPORATION

By: Christin J. Reische  
Name: CHRISTIN J. REISCHE  
Title: VP, General Counsel and  
Assistant Secretary

**ASSIGNEE:**  
CHW, LLC (as successor by merger to  
CHW Corporation)

By: Stuart L. Uselton  
Name: STUART L. USELTON  
Title: PRESIDENT

**SCHEDULE I  
TO  
ASSIGNMENT CERTIFICATE NO. 1**

**The Marks**

<b><u>MARK</u></b>	<b><u>REGISTRATION NO.</u></b>
IT'S FASHION!	1788619

**EXHIBIT A  
TO  
ASSIGNMENT CERTIFICATE NO. 1**

**Copy of Filed Certificate of Merger of  
CHW Corporation with and into CHW, LLC**

[See Attached]