

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
Olem Shoe Corporation		07/15/2010	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	3074153 Canada, Inc.		
Street Address:	655 de l'Argon		
City:	Charlesbourg		
State/Country:	QUEBEC		
Postal Code:	G2N 2G7		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1303889	COLLEGE	
CORRESPONDENCE DATA			
Fax Number:	(412)566-6099		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412-566-6777		
Email:	dradack@eckertseamans.com, ipmail@eckertseamans.com		
Correspondent Name:	David V. Radack		
Address Line 1:	600 Grant Street, 44th Floor		
Address Line 2:	U. S. Steel Tower		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15219		
ATTORNEY DOCKET NUMBER:	121423-00004		
NAME OF SUBMITTER:	David V. Radack		
Signature:	/DVR/		
Date:	11/05/2010		

OP \$40.00 1303889

Total Attachments: 1
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ASSIGNMENT

WHEREAS, **Olem Shoe Corporation** ("ASSIGNOR"), is a corporation of Florida having a place of business at 800 NW 21 Street, Miami, FL 33127, has adopted and used in its business the trademark "**COLLEGE**" for shoes in international class 025 and has been assigned **Registration No. 1,303,889** dated **November 6, 1984**, with the United States Patent & Trademark Office; and

WHEREAS, **3074153 Canada, Inc.**, ("ASSIGNEE"), is a corporation of Canada doing business at 655 de l'Argon, Charlesbourg, Quebec G2N 2G7, Canada, is desirous of acquiring said mark in the United States;

NOW THEREFORE, in consideration of and in exchange for the sum of One-Thousand Five Hundred Dollars (\$1,500.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does sell, assign, transfer, and set over unto said ASSIGNEE the entire right, title, and interest in, to and under said mark and that part of the good will of the business connected with the use of and symbolized by the mark in United States.

7/11/10
Date

Olem Shoe Corp.

[Signature]
Signature

ROBERT OLUMBERA
Name

PRESIDENT
Title

Accepted and Acknowledged

JUNE 15, 2010
Date

3074153 Canada, Inc.

[Signature]
Signature

SILVAIN ST-LAURENT
Name

VICE PRESIDENT - FINANCE
Title