

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
Francesca's Collections, Inc.		03/11/2011	CORPORATION: TEXAS

RECEIVING PARTY DATA

Name:	Stony Leather, Inc.
Street Address:	8201 Kempwood Drive
City:	Houston
State/Country:	TEXAS
Postal Code:	77055
Entity Type:	CORPORATION: TEXAS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3784306	LILYRAIN

CORRESPONDENCE DATA

Fax Number: (626)577-8800
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: pto@cph.com
 Correspondent Name: Christie, Parker & Hale, LLP
 Address Line 1: P.O. Box 7068
 Address Line 4: Pasadena, CALIFORNIA 91109-7068

ATTORNEY DOCKET NUMBER:	66523/F504
NAME OF SUBMITTER:	Michael J. MacDermott
Signature:	/Michael J. MacDermott/
Date:	03/11/2011

Total Attachments: 1

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 REEL: 004497 FRAME: 0097**

CH \$40.00 3784306

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TRADEMARK ASSIGNMENT


WHEREAS, Francesca's Collections, Inc., a Texas corporation of 3480 West 12th Street, Houston, Texas 77008 (hereinafter "ASSIGNOR") is the owner of the mark LILYRAIN which is the subject of Registration No. 3784306 issued on May 4, 2010 with the United States Patent and Trademark Office;

WHEREAS, Stony Leather, Inc., a Texas corporation, of 8201 Kempwood Drive, Houston, Texas 77055 (hereinafter "ASSIGNEE"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR, does hereby assign unto said ASSIGNEE all right, title and interest in and to the mark LILYRAIN together with the goodwill of the business symbolized by the mark and the aforesaid registration thereof, together with all claims and causes of action for infringement thereof.

Francesca's Collections, Inc.

Date: March 11, 2011

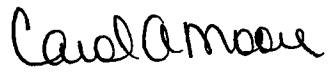
By: 
Kal Malik
Executive Vice President & General Counsel

STATE OF TEXAS)

COUNTY OF HARRIS)

Before me, Carol Moore, on this day personally appeared Kal Malik, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that the executed the same for the purposes and consideration therein expressed.

Given under my hand and seal of office this 11th day of March, 2011.



Notary Public

(Personalized Seal)

