

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
W. S. Badcock Corporation		03/25/2011	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Wells Fargo Bank, National Association		
Street Address:	45 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10006		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	3157678	H·O·M·E NOW RENTAL · OWNERSHIP	
Registration Number:	3066848	HOME NOW	
Registration Number:	3066847	HOME NOW	
Registration Number:	3066846	HOME NOW	
Registration Number:	3066845	HOME NOW	
Registration Number:	3091282	EUROCOMFORT	
Registration Number:	3030669	KIDS & MORE	
Registration Number:	3867089	PROTECT· IT	
Registration Number:	2808295	NEED NEW FURNITURE?	
Registration Number:	2646540	LASTING IMPRESSIONS	
Registration Number:	2443504	BADCOCK HOME FURNITURE & MORE	
Registration Number:	2421435	LEGENDS BY BADCOCK	
Registration Number:	2359675	BADCOCK	
Serial Number:	77779642	PROTECT-IT	

900187504

TRADEMARK
REEL: 004505 FRAME: 0461

CH \$390.00 3157678

Serial Number:

77790884

PROTECT-IT MERCHANDISE PROTECTION PLAN

CORRESPONDENCE DATA

Fax Number: (404)572-5134

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 404.572.4600

Email: ssexton@kslaw.com

Correspondent Name: King & Spalding

Address Line 1: 1180 Peachtree St.

Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:

18464.015013

NAME OF SUBMITTER:

Sally Sexton

Signature:

/sallysexton/

Date:

03/25/2011

Total Attachments: 4

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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security Agreement dated as of March 25, 2011 (as the same may be amended, modified, extended or restated from time to time the "Security Agreement") by and among the Obligors party thereto (each an "Obligor" and collectively, the "Obligors") and Wells Fargo Bank, National Association, as Administrative Agent (the "Administrative Agent") for the secured parties referenced therein (the "Secured Parties"), the undersigned Obligor has granted a continuing security interest in and continuing lien upon, the trademarks and trademark applications shown below to the Administrative Agent for the ratable benefit of the Secured Parties:

TRADEMARKS

<u>Trademark No.</u>	Description of Trademark <u>Item</u>	Date of <u>Trademark</u>
[see attached Schedule 1]		

TRADEMARK APPLICATIONS

<u>Trademark Applications No.</u>	Description of Trademark <u>Applied For</u>	Date of Trademark <u>Applications</u>
[see attached Schedule 1]		

NOTICE OF GRANT OF SECURITY INTEREST IN U.S. TRADEMARKS
W.S. BADCOCK CORPORATION

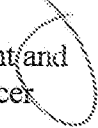
The Obligor and the Administrative Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

W.S. BADCOCK CORPORATION,
a Florida corporation

By: 

Name: R. Michael Ray

Title: Senior Vice President and
Chief Financial Officer 

TRADEMARK

REEL: 004505 FRAME: 0464

NOTICE OF GRANT OF SECURITY INTEREST IN U.S. TRADEMARKS
W.S. BADCOCK CORPORATION

Acknowledged and Accepted:

WELLS FARGO BANK, NATIONAL ASSOCIATION,
as Administrative Agent

By: 

Name: Lynn E. Culbreath

Title: Senior Vice President

Schedule 1

U.S. Trademarks owned by W.S. Badcock Corporation, a Florida corporation

TRADEMARK	OWNER	SERIAL/ REGISTRATION NO.	FILING/ REGISTRATION DATE
BADCOCK	W.S. Badcock Corporation	2359675	06/20/2000
LEGENDS BY BADCOCK	W.S. Badcock Corporation	2421435	01/16/2001
BADCOCK HOME FURNITURE & MORE	W.S. Badcock Corporation	2443504	04/10/2001
LASTING IMPRESSIONS	W.S. Badcock Corporation	2646540	11/05/2002
NEED NEW FURNITURE?	W.S. Badcock Corporation	2808295	01/27/2004
PROTECT•IT	W.S. Badcock Corporation	3867089	10/26/2010
PROTECT•IT MERCHANDISE PROTECTION PLAN	W.S. Badcock Corporation	77790884	07/28/2009
PROTECT-IT	W.S. Badcock Corporation	77779642	07/13/2009
KIDS & MORE	W.S. Badcock Corporation	3030669	12/13/2005
EUROCOMFORT	W.S. Badcock Corporation	3091282	05/09/2006
HOME NOW	W.S. Badcock Corporation	3066845	03/07/2006
HOME NOW	W.S. Badcock Corporation	3066846	03/07/2006
HOME NOW	W.S. Badcock Corporation	3066847	03/07/2006
HOME NOW	W.S. Badcock Corporation	3066848	03/07/2006
H•O•M•E NOW RENTAL • OWNERSHIP	W.S. Badcock Corporation	3157678	10/17/2006