

## 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
Gordon Brothers Retail Partners, LLC		06/15/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Gordon Brothers Brands, LLC		
Street Address:	101 Huntington Ave., 10th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02199		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0665772	MARK-FORE AND STRIKE INC.	
CORRESPONDENCE DATA			
Fax Number:	(617)574-7659		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	617-574-4153		
Email:	lbillone@goulstonstorrs.com		
Correspondent Name:	Lisa Billone		
Address Line 1:	400 Atlantic Avenue		
Address Line 4:	Boston, MASSACHUSETTS 02110		
NAME OF SUBMITTER:	Lisa Billone		
Signature:	/Lisa Billone/		
Date:	06/16/2011		
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## TRADEMARK ASSIGNMENT

WHEREAS, Gordon Brothers Retail Partners, LLC ("Assignor") is the owner of record of the trademark identified in Schedule 1 attached hereto (the "Mark"), which is the subject of the United States trademark registration listed in such Schedule 1; and

WHEREAS, the Assignor desires to transfer the Mark together with the associated goodwill to Gordon Brothers Brands, LLC ("Assignee") and the Assignee desires to acquire such Mark from the Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns unto Assignee all of Assignor's rights, title and interest in and to the Mark, together with (a) the good will of the business symbolized by and associated with the Mark, (b) all applications for registration, registrations, renewals and statements of use thereof, and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Mark or the registration thereof or such associated good will.

Assignor agrees to execute and deliver at Assignee's reasonable request all papers, instruments, and assignments, and to perform any other acts the Assignee may reasonably require, in order to vest in Assignee all of Assignor's rights, title, and interest in and to the Mark and/or to provide evidence to support any of the foregoing in the event such evidence is reasonably deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, the Assignor has caused this assignment to be duly executed as of the 15<sup>th</sup> day of June, 2011.

GORDON BROTHERS RETAIL  
PARTNERS, LLC, a Delaware limited  
liability company

By: 

Name: Rafael Klotz

Title: Principal and Managing Director

Schedule 1

U.S. TRADEMARK REGISTRATION

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
MARK- FORE AND STRIKE, INC. and Design	0665772	August 12, 1958