

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
SBICCA OF CALIFORNIA		06/15/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	DOOLIN SHOE COMPANY, INC.		
Street Address:	1010 SANDHILL AVENUE		
City:	CARSON		
State/Country:	CALIFORNIA		
Postal Code:	90746		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3057192	SHOES 'N STUFF	
CORRESPONDENCE DATA			
Fax Number:	(949)855-6371		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-855-1246		
Email:	trademark@stetinalaw.com		
Correspondent Name:	MATTHEW A. NEWBOLES		
Address Line 1:	75 ENTERPRISE		
Address Line 2:	SUITE 250		
Address Line 4:	ALISO VIEJO, CALIFORNIA 92656		
ATTORNEY DOCKET NUMBER:	DOOLN-007T		
NAME OF SUBMITTER:	MATTHEW A. NEWBOLES		
Signature:	/MAN/		
Date:	06/17/2011		
Total Attachments: 2 source=signedAssignSBICCA2DOOLN#page1.tif source=signedAssignSBICCA2DOOLN#page2.tif			

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Case: DOOLN-000

TRADEMARK ASSIGNMENT

WHEREAS, SBICCA OF CALIFORNIA, a California corporation, having a mailing address at 2312 Edwards Avenue, So. El Monte, California 91733, (hereinafter "ASSIGNOR"), has adopted, used, and is using certain trademarks which are registered in the United States Patent and Trademark Office, Registration Number 3,057,192, registered on February 7, 2006, for the mark SHOES 'N STUFF (Stylized); Canadian Trademark Registration Number TMA686,226, registered on April 18, 2007 for the mark SHOES N STUFF BY SBICCA (wordmark); and Canadian Trademark Registration Number TMA150,207, registered on February 7, 2006 for the mark SBICCA CALIFORNIANS (wordmark) (hereinafter "marks");

WHEREAS, DOOLIN SHOE COMPANY, INC. , a California corporation, having a mailing address of business at 1010 Sandhill Avenue, Carson, California 90746 (hereinafter "ASSIGNEE"), is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said marks, together with the goodwill of the business symbolized by the marks in the above-identified registration thereof along with the right to sue and collect damages under the marks.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 15 day of JUNE, 2011.

ASSIGNOR: SBICCA OF CALIFORNIA

By: 

Don Sbicca, President

SBICCA OF CALIFORNIA

TRADEMARK

REEL: 004563 FRAME: 0966

ACKNOWLEDGMENT

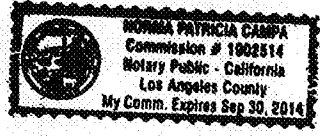
State of California
County of Los Angeles

On June 16, 2011 before me, Norma Patricia Campos Notary Public
(insert name and title of the officer)

personally appeared Dominic Frank Simeca
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature [Handwritten Signature] (Seal)