

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Priscilla of Boston, Inc.		04/13/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	DBD, Inc.		
<b>Street Address:</b>	1001 Washington Street		
<b>City:</b>	Conshohocken		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	19428		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3933173	PLATINUM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(908)605-2121		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	ip@reppertkelly.com		
<b>Correspondent Name:</b>	DBD, Inc.		
<b>Address Line 1:</b>	1001 Washington Street		
<b>Address Line 4:</b>	Conshohocken, PENNSYLVANIA 19428		
<b>ATTORNEY DOCKET NUMBER:</b>	DBD-PLATINUM ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Lisa Reppert, Esq.		
<b>Signature:</b>	/Lisa J. Reppert/		
<b>Date:</b>	06/17/2011		
<b>Total Attachments: 1</b> source=POB- DBD Assign Platinum#page1.tif			

OP \$40.00 3933173

ASSIGNMENT

WHEREAS, PRISCILLA OF BOSTON, INC., a Delaware corporation having an office and a principal place of business at 1001 Washington Street, Conshohocken, PA, 19428 (referred to herein as "POB") is the owner of certain trademarks and applications filed with the United States Patent and Trademark Office; and

WHEREAS, DBD, INC., a Delaware corporation having an office located at 1001 Washington Street, Conshohocken, PA, 19428 (referred to herein as "DBD") is a company affiliated with POB; and

WHEREAS, DBD is desirous of acquiring from POB all trademarks and pending applications for trademarks under the name of POB listed below and POB is desirous of transferring to DBD all trademarks and pending applications on trademarks under the name of POB listed below.

The trademark registration/serial numbers include: 3282912. and 77262053 but are not limited.

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable considerations, receipt and adequacy of which is hereby acknowledged, POB has assigned, effective April 13, 2009 (the "Effective Date"), unto DBD, its successors and assigns, all of its right, title and interest in and to the above referenced Trademarks, together with the goodwill symbolized by the Trademarks and all rights and remedies for any infringement of the Trademarks. POB further assigns to DBD, its successors and assigns, all rights arising out of POB's use of the Trademarks prior to the date of this Assignment, and all rights arising out of POB's use of the Trademarks under any license from DBD after the date of this Assignment.

IN WITNESS WHEREOF, PRISCILLA OF BOSTON, INC. has caused this Assignment to be executed this 13<sup>th</sup> day of April, 2009.

PRISCILLA OF BOSTON, INC.

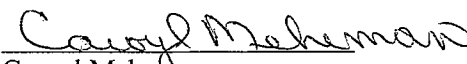
By:   
William Engelbrecht  
Corporate Counsel

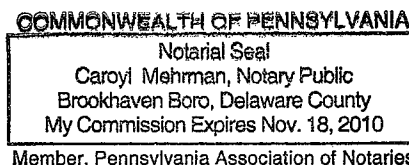
STATE OF PENNSYLVANIA

ss: Conshohocken

COUNTY OF MONTGOMERY

On the 13<sup>th</sup> day of April, 2009 personally appeared William Engelbrecht, Corporate Counsel of Priscilla of Boston, Inc. and acknowledged the foregoing to be their free act and deed and the free act and deed of said corporation, before me.

  
Caroyl Mehrman  
Notary Public  
My commission expires: 11/18/10



**TRADEMARK**