

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	02/23/2011

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Thw Walking Company Holdings, Inc.	FORMERLY Big Dog Holdings, Inc.	02/23/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Big Dog Licensing, LLC
Street Address:	920 Garden Street
Internal Address:	c/o Koenig & Associates
City:	Santa Barbara
State/Country:	CALIFORNIA
Postal Code:	93101
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 42

Property Type	Number	Word Mark
Registration Number:	1459306	BIG DOGS
Registration Number:	1490237	
Registration Number:	1710157	LIFEFORMS
Registration Number:	1798361	BIG DOG SPORTSWEAR
Registration Number:	1818819	
Registration Number:	1842765	BIG DOGS
Registration Number:	1910157	IT'S A JUNGLE OUT THERE
Registration Number:	1938902	
Registration Number:	1940076	
Registration Number:	1941228	
Registration Number:	1942816	

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Registration Number:	1942817	
Registration Number:	1945678	
Registration Number:	1945679	
Registration Number:	1980728	RUN WITH THE BIG DOGS
Registration Number:	1980729	RUN WITH THE BIG DOGS
Registration Number:	1985899	BIG DOG
Registration Number:	1986729	RUN WITH THE BIG DOGS
Registration Number:	1988089	
Registration Number:	2037638	
Registration Number:	2044478	
Registration Number:	2048686	IF YOU CAN'T RUN WITH THE BIG DOGS STAY ON THE PORCH
Registration Number:	2048687	IF YOU CAN'T RUN WITH THE BIG DOGS STAY ON THE PORCH
Registration Number:	2048688	IF YOU CAN'T RUN WITH THE BIG DOGS STAY ON THE PORCH
Registration Number:	2059754	LITTLE BIG DOGS
Registration Number:	2078147	
Registration Number:	2114455	
Registration Number:	2114456	
Registration Number:	2206261	BIG DOGS
Registration Number:	2295456	BIG DOGS
Registration Number:	2348494	BIG DOGS
Registration Number:	2430026	POLAR DOG
Registration Number:	2546520	BIG DOG CLUB
Registration Number:	2551515	BIG DOGS
Registration Number:	2570563	QVF QUALITY VALUE FUN BIG DOGS
Registration Number:	2705708	BIG DOGS
Registration Number:	2710307	BIG DOGS
Registration Number:	2740896	BIGDOGS.COM
Registration Number:	2837826	POLAR DOGS
Registration Number:	3036995	BAD DOG
Registration Number:	3292532	LEARN TO RUN WITH THE BIG DOGS
Registration Number:	3535385	BAD DOG

CORRESPONDENCE DATA

TRADEMARK
REEL: 004571 FRAME: 0594

Fax Number: (805)564-8262
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 805-965-4400
Email: Kurt@incip.com
Correspondent Name: Kurt Koenig
Address Line 1: 920 Garden Street
Address Line 4: Santa Barbara, CALIFORNIA 93101

ATTORNEY DOCKET NUMBER:	2770-100
NAME OF SUBMITTER:	Kurt Koenig
Signature:	/Kurt Koenig/
Date:	06/28/2011

Total Attachments: 6
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TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of **February 23, 2011** ("Effective Date") between **THE WALKING COMPANY HOLDINGS, INC.**, a Delaware corporation with an address of 121 Gray Avenue, Santa Barbara, CA 93101 ("**Assignor**") and **BIG DOG LICENSING, LLC**, a Delaware corporation, with an address of 1800 Ave. of the Stars, 2nd Fl., Los Angeles CA 90067 ("**Assignee**").

WHEREAS, Assignor is the owner of the Trademarks set forth on Schedule A ("Marks"), together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Marks are used ("Goods and Services"); and

WHEREAS, Assignor desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks.

NOW THEREFORE, for good and valuable consideration, including the provisions and covenants herein, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby sells, grants, conveys, transfers, assigns, delivers, and contributes to Assignee all of Assignor's right, title, and interest of whatever kind in and to the Marks in perpetuity, together with (1) the goodwill of the business appurtenant thereto and which is symbolized thereby relating to the Goods and Services or otherwise; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; (3) all rights to sue for past, present, and future infringements or misappropriations of the Marks; and (4) the right to renew any trademark application or registration related to the Marks.

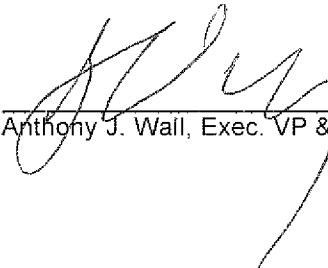
2. Assignor hereby authorizes all appropriate empowered officials in relevant jurisdictions related to the Marks to transfer all registrations and applications for the Marks to Assignee as Assignee may direct, in accordance with this Trademark Assignment, and to issue to Assignee all registrations which may issue with respect to any pending applications included in the Marks.

3. Assignor hereby agrees to execute such other documents and take such other actions as may be reasonably requested by Assignee to evidence more fully the transfer of ownership of the Marks to Assignee. Assignor hereby appoints Assignee, with the full power of substitution therein, as its true and lawful attorney-in-fact for the limited purpose of executing such papers and performing such other proper acts as are reasonably necessary to secure to Assignee, or to its successors or assigns, the rights hereby transferred.

EXECUTED at Santa Barbara, California as of the Effective Date

THE WALKING COMPANY HOLDINGS, INC.

By:



Anthony J. Wall, Exec. VP & Gen. Counsel

TRADEMARK SCHEDULE

	Owner:	Mark	Country	Applic. Serial No. / Registration No.	Applic. Filing Date / Registration Date
1.	Big Dog Holdings, Inc.	BIG DOGS	Argentina	2635466 1586340	11/11/2005 12/27/1995
2.	Big Dog Holdings, Inc.	BIG DOGS	Brazil	823847055	04/27/2001
3.	Big Dog Holdings, Inc.	BIG DOGS & Design	Brazil	823847063	04/27/2001
4.	Big Dog Holdings, Inc.	BIG DOG SPORTSWEAR	California	417016603	03/22/1993
5.	Big Dog Holdings, Inc.	BIG DOGS	Canada	0575002 347918	12/18/1986 11/18/1988
6.	Big Dog Holdings, Inc.	BIG DOG SPORTSWEAR	Canada	877458 586230	05/06/1998 07/30/2003
7.	Big Dog Holdings, Inc.	BIG DOGS	China (PRC)	881458 881458	09/01/1994 10/14/1996
8.	Big Dog Holdings, Inc.	DESIGN ONLY	CTM	1211184 1211184	06/18/1999 06/13/2001
9.	Big Dog Holdings, Inc.	BIG DOGS	CTM	867275 867275	06/29/1998 08/14/2000
10.	Big Dog Holdings, Inc.	BIG DOGS	India	629596 629596	06/01/1994 05/30/2003
11.	Big Dog Holdings, Inc.	BIG DOGS	Indonesia	342168	07/12/1994 08/24/1995
12.	Big Dog Holdings, Inc.	BIG DOGS	Israel	92755 92755	05/26/1994 05/26/1994
13.	Big Dog Holdings, Inc.	BIG DOGS (Japanese Phonetics: BIGGUDOGGUZU)	Japan	H11-051275/99 4520491	06/11/1999 11/09/2001
14.	Big Dog Holdings, Inc.	DESIGN ONLY	Japan	11051274 4440737	06/11/1999 12/15/2000
15.	Big Dog Holdings, Inc.	BIG DOGS & Design (Japanese Phonetics: BIGGUDOGGUZU)	Japan	63123438 2346496	10/31/1988 10/30/1991

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16.	Big Dog Holdings, Inc.	BIG DOGS & Design	Mexico	175533 503421	08/16/1993 09/08/1995
17.	Big Dog Holdings, Inc.	BIG DOGS	New Zealand	237246 237246	05/25/1994 05/25/1994
18.	Big Dog Holdings, Inc.	BIG DOGS	Pakistan	125278 125278	05/26/1994 05/26/1994
19.	Big Dog Holdings, Inc.	BIG DOGS & Design	Portugal	256542 256542	06/26/1989 11/10/1992
20.	Big Dog Holdings, Inc.	BIG DOGS	Russian Federation	94020267 134174	06/14/1994 10/27/1995
21.	Big Dog Holdings, Inc.	BIG DOGS	Singapore	9404336	05/31/1994 05/31/1994
22.	Big Dog Holdings, Inc.	Big Dogs & Design	Sweden	1989/05468 221761	06/07/1989 03/08/1991
23.	Big Dog Holdings, Inc.	BIG DOGS & Design (Standing Dog)	UK (United Kingdom)	1384880 1384880	05/19/1989 07/24/1991
24.	The Walking Company	BAD DOG & Design	USA	75294784 3036995	05/20/1997 01/03/2006
25.	The Walking Company	BIG DOGS	USA	75691994 2551515	04/26/1999 03/26/2002
26.	The Walking Company	BIG DOG CLUB	USA	76123788 2546520	09/08/2000 03/12/2002
27.	The Walking Company	BIG DOG SPORTSWEAR	USA	74351518 1798361	01/25/1993 10/12/1993
28.	The Walking Company	DESIGN ONLY	USA	74383862 1818819	04/29/1993 02/01/1994
29.	The Walking Company	DESIGN ONLY	USA	74625788 1938902	01/26/1995 11/28/1995
30.	The Walking Company	DESIGN ONLY	USA	74625784 1940076	01/26/1995 12/05/1995

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31.	The Walking Company	DESIGN ONLY	USA	74625786 1941228	01/26/1995 12/12/1995
32.	The Walking Company	DESIGN ONLY	USA	74625785 1942816	01/26/1995 12/19/1995
33.	The Walking Company	DESIGN ONLY (standing Dog Design)	USA	74625787 1942817	01/26/1995 12/19/1995
34.	The Walking Company	DESIGN ONLY	USA	74625789 1945678	01/26/1995 01/02/1996
35.	The Walking Company	DESIGN ONLY	USA	74625792 1945679	01/26/1995 01/02/1996
36.	The Walking Company	RUN WITH THE BIG DOGS	USA	74634303 1980728	02/10/1995 06/18/1996
37.	The Walking Company	RUN WITH THE BIG DOGS	USA	74634306 1980729	02/10/1995 06/18/1996
38.	The Walking Company	RUN WITH THE BIG DOGS	USA	74625790 1986729	01/26/1995 07/16/1996
39.	The Walking Company	DESIGN ONLY	USA	74625777 1988089	01/26/1995 07/23/1996
40.	The Walking Company	DESIGN ONLY	USA	74625798 2037638	01/26/1995 02/11/1997
41.	The Walking Company	DESIGN ONLY	USA	74625781 2044478	01/26/1995 03/11/1997
42.	The Walking Company	IF YOU CAN'T RUN WITH THE BIG DOGS STAY ON THE PORCH	USA	74713177 2048686	08/09/1995 04/01/1997
43.	The Walking Company	IF YOU CAN'T RUN WITH THE BIG DOGS STAY ON THE PORCH	USA	74713193 2048687	08/09/1995 04/01/1997
44.	The Walking Company	IF YOU CAN'T RUN WITH THE BIG DOGS STAY ON THE PORCH	USA	74713195 2048688	08/09/1995 04/01/1997
45.	The Walking Company	LITTLE BIG DOGS	USA	74625794 2059754	01/26/1995 05/06/1997

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46.	The Walking Company	DESIGN ONLY	USA	75976012 2078147	01/26/1995 07/08/1997
47.	The Walking Company	DESIGN ONLY	USA	74625796 2114455	01/26/1995 11/18/1997
48.	The Walking Company	DESIGN ONLY	USA	74625797 2114456	01/26/1995 11/18/1997
49.	The Walking Company	BIG DOGS	USA	75499152 2295456	06/08/1998 11/30/1999
50.	The Walking Company	BIG DOGS & Design	USA	75692850 2348494	04/28/1999 05/09/2000
51.	The Walking Company	BIG DOGS	USA	75977671 2206261	03/10/1993 11/24/1998
52.	The Walking Company	BIG DOGS & Design	USA	75706274 2710307	05/14/1999 04/29/2003
53.	The Walking Company	QVF QUALITY VALUE FUN BIG DOGS	USA	75606237 2570563	12/15/1998 05/21/2002
54.	The Walking Company	BIG DOGS	USA	75677919 2705708	04/07/1999 04/15/2003
55.	The Walking Company	BIGDOGS.COM	USA	75677071 2740896	04/07/1999 07/29/2003
56.	The Walking Company	DESIGN ONLY	USA	73626414 1490237	10/23/1986 05/31/1988
57.	The Walking Company	BIG DOGS	USA	73626412 1459306	10/23/1986 09/29/1987
58.	The Walking Company	BIG DOGS	USA	74381860 1842765	04/23/1993 07/05/1994
59.	The Walking Company	BIG DOG	USA	75004206 1985899	10/11/1995 07/09/1996
60.	The Walking Company	POLAR DOGS	USA	76450645 2837826	09/18/2002 05/04/2004

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	Owner:	Mark	Country	Applic. Serial No. / Registration No.	Applic. Filing Date / Registration Date
61.	The Walking Company	POLAR DOG	USA	76015687 2430026	04/03/2000 02/20/2001
62.	The Walking Company	BAD DOG	USA	78637480 3535385	05/25/2005 11/18/2008
63.	The Walking Company	LEARN TO RUN WITH THE BIG DOGS	USA	76325208 3292532	10/12/2001 09/18/2007
64.	The Walking Company	IT'S A JUNGLE OUT THERE	USA	74481571 1910157	01/24/1994 08/08/1995
65.	The Walking Company	LIFEFORMS	USA	74222469 1710157	11/18/1991 08/25/1992