

**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>
DSW Inc.		07/22/2011	CORPORATION: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	DSW Shoe Warehouse, Inc.		
<b>Street Address:</b>	810 DSW Drive		
<b>City:</b>	Columbus		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	43219		
<b>Entity Type:</b>	CORPORATION: MISSOURI		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	0545663	SANDLER OF BOSTON	
Registration Number:	1308150	FLITES	
Registration Number:	1596540	S.O.B.	
Registration Number:	1963531	JONATHAN VICTOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(513)241-6234		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	513-241-2324		
<b>Email:</b>	tremaklus@whepatent.com		
<b>Correspondent Name:</b>	Theodore R. Remaklus		
<b>Address Line 1:</b>	441 Vine Street		
<b>Address Line 2:</b>	2700 Carew Tower		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>ATTORNEY DOCKET NUMBER:</b>	SHO-27 / 122		
<b>NAME OF SUBMITTER:</b>	Theodore R. Remaklus		

OP \$115.00 0545663

**900197717**

**TRADEMARK**  
**REEL: 004588 FRAME: 0755**

Signature:	/theodore r remaklus/
Date:	07/22/2011
Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, DSW Inc., a corporation organized and existing under the laws of the State of Ohio (hereinafter referred to as the "ASSIGNOR"), is the owner of the marks and registrations set forth in Exhibit A hereof, along with the goodwill associated therewith (hereinafter referred to as the "Marks"); and

WHEREAS, DSW Shoe Warehouse, Inc., a corporation organized and existing under the laws of the State of Missouri with a place of business at 810 DSW Drive, Columbus, Ohio 43219 (hereinafter referred to as the "ASSIGNEE"), desires to acquire the rights ASSIGNOR has in and to said Marks and the goodwill associated with said Marks and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer to ASSIGNEE its entire right, title, and interest in and to the Marks and the registrations for the Marks, together with the goodwill of the business symbolized by the Marks, and all other rights which ASSIGNOR has enjoyed thereunder in the United States, including any and all rights of recovery based on past infringement of said Marks and registrations, the same to be held and enjoyed by ASSIGNEE, its successors and assigns;

DSW INC.

By:   
(signature)

Name: Kurt Gatterdam

Title: Vice President & Treasurer

Dated: July 22, 2011

EXHIBIT A

<u>MARK</u>	<u>REG. NO.</u>
SANDLER OF BOSTON	545,663
FLITES	1,308,150
S.O.B.	1,596,540
JONATHAN VICTOR	1,963,531