

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
Benchcraft, LLC		09/16/2011	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Ashley Furniture Industries, Inc.
Street Address:	One Ashley Way
City:	Arcadia
State/Country:	WISCONSIN
Postal Code:	54612
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2016466	BC
Registration Number:	2014506	BC BENCHCRAFT
Registration Number:	1444177	BENCHCRAFT
Registration Number:	1292920	BENCHCRAFT
Registration Number:	1924640	FEATHERLUX
Registration Number:	3213065	MODERN MOVES
Registration Number:	1441238	ZERO PROXIMITY
Registration Number:	1465505	HIDDENLOUNGER

CORRESPONDENCE DATA

Fax Number: (312)222-0818

Phone: 312-222-0800

Email: chiipdocket@michaelbest.com, dsternig@michaelbest.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

900204488

TRADEMARK
 REEL: 004640 FRAME: 0636

OP \$215.00 2016466

Correspondent Name: Jeffrey H. Brown c/o Michael Best
Address Line 1: 180 N. Stetson Avenue, Suite 2000
Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER: 029867-9002-US00

NAME OF SUBMITTER: Jeffrey H. Brown

Signature: /jeffrey h. brown/

Date: 10/12/2011

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, Benchcraft, LLC, a Delaware limited liability company, having offices located at One Berkline Drive, Morristown, TN 37813 USA ("ASSIGNOR"), has adopted and registered and is the owner of the trademarks set forth on Schedule A attached hereto and made a part hereof; and

WHEREAS, Ashley Furniture Industries, Inc., a Wisconsin corporation, having offices located at One Ashley Way, Arcadia, WI 54612 USA ("ASSIGNEE"), desires to acquire all of ASSIGNOR's right, title and interest in and to the aforesaid trademarks and registrations therefor listed on attached Schedule A and the goodwill of the business symbolized by said trademarks.

Grant of Assignment

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the ASSIGNOR hereby assigns to ASSIGNEE all of ASSIGNOR'S right, title, and interest in and to the trademarks and the registrations, including the right to sue for past infringement thereof, and the goodwill of the business symbolized by the trademarks.

IN WITNESS WHEREOF, ASSIGNOR has executed this Trademark Assignment as of this 16th day of September, 2011.

BENCHCRAFT, LLC

By: [Signature]

Name: Keith F. Cooper

Title: Chief Restructuring Officer

STATE OF District of Columbia

COUNTY OF Washington DC) ss.
)

I, Elizabeth B. Stedman hereby certify that the above-mentioned person appeared before me this day, and acknowledged that this Trademark Assignment was signed and delivered as the free and voluntary act of said person on behalf of the identified corporation with authority to do so, for the uses and purposes therein set forth.

Given under my hand and seal this 16 day of Sept 2011.

Elizabeth B. Stedman
Notary Public
My commission expires 11/30/14

SCHEDULE A

Trademark	Registration No.
BC and Logo	2016466
BC BENCHCRAFT and Logo	2014506
BENCHCRAFT (Stylized)	1444177
BENCHCRAFT	1292920
FEATHERLUX	1924640
MODERN MOVES	3213065
ZERO PROXIMITY	1441238
HIDDENLOUNGER	1465505