

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SRL, INC		01/28/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SRL, LLC		
<b>Street Address:</b>	191 Spring Street		
<b>City:</b>	Lexington		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02421		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3030337	STRIDE RITE E-FIT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(785)295-6084		
<b>Phone:</b>	(785) 368-7547		
<b>Email:</b>	trademarks@collectivebrands.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Robert M. Carroll		
<b>Address Line 1:</b>	3231 S.E. 6th Avenue		
<b>Address Line 2:</b>	Collective Brands, Inc. - Law Department		
<b>Address Line 4:</b>	Topeka, KANSAS 66607		
<b>NAME OF SUBMITTER:</b>	Robert M. Carroll		
<b>Signature:</b>	/Robert M. Carroll/		
<b>Date:</b>	12/12/2011		

**CH \$40.00 3030337**

**Total Attachments: 4**

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# Delaware

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*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "SRL, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "SRL, INC." TO "SRL, LLC", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF JANUARY, A.D. 2009, AT 3:08 O'CLOCK P.M.

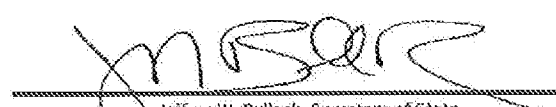
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE FIRST DAY OF FEBRUARY, A.D. 2009, AT 12:01 O'CLOCK A.M.

2267764 8100V

090078360

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 7106759

DATE: 01-29-09

TRADEMARK  
REEL: 004676 FRAME: 0706

# Delaware

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*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "SRL, LLC" FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF JANUARY, A.D. 2009, AT 3:08 O'CLOCK P.M.


AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE FIRST DAY OF FEBRUARY, A.D. 2009, AT 12:01 O'CLOCK A.M.

2267764 8100V

090078360

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 7106759

DATE: 01-29-09

TRADEMARK  
REEL: 004676 FRAME: 0707

STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A CORPORATION TO A  
LIMITED LIABILITY COMPANY PURSUANT TO  
SECTION 18-214 OF THE LIMITED LIABILITY ACT

- 1.) The jurisdiction where the Corporation first formed is Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is July 8, 1991.
- 4.) The name of the Corporation immediately prior to filing this Certificate is SRL, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is SRL, LLC.
- 6.) The conversion of the Corporation SRL, Inc. to a limited liability company known as SRL, LLC shall be effective as of February 1, 2009, at 12:01 a.m. Eastern Standard Time.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 28<sup>th</sup> day of January, A.D. 2009.

By:   
Authorized Person

Name: Harold J. Herman, II,  
Vice President and Assistant  
Secretary

STATE OF DELAWARE  
LIMITED LIABILITY COMPANY  
CERTIFICATE of FORMATION

- First: The name of the limited liability company is SRL, LLC.
- Second: The address of its registered office in the State of Delaware is 1209 Orange Street in the City of Wilmington Zip Code 19801.

The name of its Registered agent at such address is The Corporation Trust Company

- Third: (Insert any other matters the members determine to include herein.)

- Fourth: The formation of the limited liability company SRL, LLC shall be effective as of February 1, 2009, at 12:01 a.m. Eastern Standard Time.

In Witness Whereof, the undersigned have executed this Certificate of Formation this 28<sup>th</sup> day of January, 2009.

By:   
Authorized Person(s)

Name: Harold J. Herman, II,  
Vice President and Assistant  
Secretary