

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Silver Star Merchandising, Ltd.		02/13/2012	LIMITED PARTNERSHIP: TEXAS
RECEIVING PARTY DATA			
Name:	289c Apparel, Ltd.		
Composed Of:	COMPOSED OF General Partner: DCM GENPAR, INC., Texas corporation		
Street Address:	One Cowboys Parkway		
City:	Irving		
State/Country:	TEXAS		
Postal Code:	75063		
Entity Type:	LIMITED PARTNERSHIP: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85453425	289C APPAREL	
CORRESPONDENCE DATA			
Fax Number:	(202)293-7860		
Phone:	202-293-7060		
Email:	tm@sughrue.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Kevin G. Smith; Sughrue Mion, PLLC		
Address Line 1:	2100 Pennsylvania Ave., NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037-3213		
ATTORNEY DOCKET NUMBER:	801302/S15665		
NAME OF SUBMITTER:	Kevin G. smith		
Signature:	/kgs/		
Date:	03/13/2012		
Total Attachments: 0			

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