

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Bon-Ton Department Stores, Inc.		07/09/2012	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Wells Fargo Bank, National Association, as Collateral Agent		
Street Address:	625 Marquette Avenue		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55479		
Entity Type:	National Association: UNITED STATES		
PROPERTY NUMBERS Total: 23			
Property Type	Number	Word Mark	
Registration Number:	3515296	AUTHENTIC U AUTHENTIC UNIVERSITY GRADE A GOODS	
Registration Number:	3666012	BOSTON STORE	
Registration Number:	3842899	BT JEWELLED	
Registration Number:	2001829	CUDDLE BEAR	
Registration Number:	2789053	EBRIDE	
Registration Number:	3528518	EXERTEK	
Registration Number:	3672167	FLURRYVILLE COLLECTION	
Registration Number:	3584404	GIVE JOY	
Registration Number:	3584389	GIVEJOY	
Registration Number:	2006731	JENNY BUCHANAN	
Registration Number:	2015870	JENNY BUCHANAN	
Registration Number:	2015874	JENNY BUCHANAN	
Registration Number:	3620462	JUST CHILL	
Registration Number:	3854437	LIVING GREEN	

TRADEMARK

Registration Number:	3778686	ONE PHILOSOPHY
Registration Number:	3908977	RAMPED UP
Registration Number:	3909005	RU RAMPED UP
Registration Number:	1397712	SUSQUEHANNA TRAIL OUTFITTERS
Registration Number:	3217597	SUSQUEHANNA TRAIL OUTFITTERS
Registration Number:	1680687	THE BON-TON
Registration Number:	1661242	THE BON-TON
Serial Number:	85495083	ZOE&BELLA@BT
Registration Number:	3684153	GAME DAY COLLECTION

CORRESPONDENCE DATA

Fax Number: 2126561342

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

Phone: 212-701-3345

Email: david.adams@thomsonreuters.com

Correspondent Name: James P. Murphy, Legal Assistant

Address Line 1: 80 Pine Street

Address Line 2: Cahill Gordon & Reindel LLP

Address Line 4: New York, NEW YORK 10005

NAME OF SUBMITTER:	James P. Murphy
Signature:	/david adams TR/
Date:	07/10/2012

Total Attachments: 6

source=2 Trademark Security Agreement The Bon-Ton Department Stores Inc #page1.tif

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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

The Bon-Ton Department Stores, Inc.

- ☐ Individual(s) ☐ Association
☐ Partnership ☐ Limited Partnership
☒ Corporation- State: Pennsylvania
☐ Other _____

Citizenship (see guidelines) US - PA

Additional names of conveying parties attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) 07/09/2012

- ☐ Assignment ☐ Merger
☒ Security Agreement ☐ Change of Name
☐ Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☐ Yes
☒ No

Name: Wells Fargo Bank, National Association, as

Street Address: Collateral Agent, 625 Marquette Avenue

City: Minneapolis

State: MN

Country: USA Zip: 55479

- ☐ Individual(s) Citizenship _____
☒ Association Citizenship US - Fed
☐ Partnership Citizenship _____
☐ Limited Partnership Citizenship _____
☐ Corporation Citizenship _____
☐ Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text

B. Trademark Registration No.(s)

SEE SCHEDULE I

SEE SCHEDULE I

Additional sheet(s) attached? ☒ Yes ☐ No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: James P. Murphy, Legal Assistant

Internal Address: Cahill Gordon & Reindel LLP

Street Address: 80 Pine Street

City: New York

State: NY Zip: 10005

Phone Number: 212-701-3345

Docket Number: _____

Email Address: jmurphy@cahill.com

6. Total number of applications and registrations involved:

23

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ _____

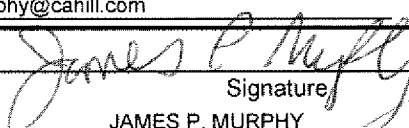
- ☐ Authorized to be charged to deposit account
☐ Enclosed

8. Payment Information:

Deposit Account Number _____

Authorized User Name _____

9. Signature:


Signature

JAMES P. MURPHY

Name of Person Signing

July 9, 2012

Date

Total number of pages including cover sheet, attachments, and document:

6

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 004818 FRAME: 0572

Trademark Security Agreement

Trademark Security Agreement, dated as of July 9, 2012, by THE BON-TON DEPARTMENT STORES, INC. ("Grantor"), in favor of WELLS FARGO BANK, NATIONAL ASSOCIATION, in its capacity as collateral agent pursuant to the Indenture (in such capacity, the "Collateral Agent").

WITNESSETH:

WHEREAS, the Grantor is party to a Security Agreement of even date herewith (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Security Agreement") in favor of the Collateral Agent pursuant to which the Grantor is required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Collateral Agent, for the benefit of the Secured Parties, to enter into the Indenture, the Grantor hereby agrees with the Collateral Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. The Grantor hereby assigns and pledges to the Collateral Agent, its successors and assigns, for the benefit of the Secured Parties, and hereby grants to the Collateral Agent, its successors and assigns, for the benefit of the Secured Parties, a security interest in all right, title or interest in or to any and all of the following of the Grantor:

- (a) Trademarks of the Grantor listed on Schedule I attached hereto;
- (b) all Goodwill associated with such Trademarks; and
- (c) all Proceeds of any and all of the foregoing;

provided that notwithstanding anything to the contrary in the Security Agreement, no security interest shall be granted in any United States intent-to-use application for a Trademark that may be deemed invalidated, canceled or abandoned due to the grant and/or enforcement of such security interest unless and until such time that the grant and/or enforcement of the security interest will not affect the status or validity of such Trademark.

SECTION 3. Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the Security Agreement and the Grantor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control unless the Collateral Agent shall otherwise determine.

SECTION 4. Termination. Upon the payment in full of the Obligations and termination of the Security Agreement, the Collateral Agent shall execute, acknowledge, and deliver to the Grantor an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien and security interest in the Trademarks under this Trademark Security Agreement.

SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Security Agreement by signing and delivering one or more counterparts.

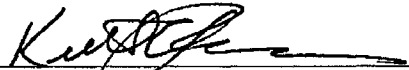
SECTION 6. Governing Law. This Trademark Security Agreement and the transactions contemplated hereby, and all disputes between the parties under or relating to this Trademark Security Agreement or the facts or circumstances leading to its execution, whether in contract, tort or otherwise, shall be construed in accordance with and governed by the laws (including statutes of limitation) of the State of New York, without regard to conflicts of law principles that would require the application of the laws of another jurisdiction.

[signature page follows]

IN WITNESS WHEREOF, the Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,


THE BON-TON DEPARTMENT STORES, INC.

By: 
Name: Keith E. Plowman
Title: Executive Vice President,
Chief Financial Officer

[Trademark Security Agreement]

Accepted and Agreed:

WELLS FARGO BANK, NATIONAL ASSOCIATION,
as Collateral Agent

By: 
Name: Richard Prokosch
Title: Vice President

[Trademark Security Agreement]

TRADEMARK
REEL: 004818 FRAME: 0576

SCHEDULE I
to
TRADEMARK SECURITY AGREEMENT
TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS

Trademark	Registration / Serial Number	Registration/Filing Date
AUTHENTIC U (DESIGN)	3,515,296	10/14/2008
BOSTON STORE	3,666,012	8/11/2009
BT♦JEWELLED	3,842,899	8/31/2010
CUDDLE BEAR	2,001,829	9/17/1996
Ebride	2,789,053	12/2/2003
EXERTEK	3,528,518	11/4/2008
FLURRYVILLE COLLECTION	3,672,167	8/25/2009
GAME DAY COLLECTION	3,684,153	9/15/2009
GIVE * JOY (Design)	3,584,404	3/3/2009
GIVE * JOY (Word)	3,584,389	3/3/2009
JENNY BUCHANAN	2,006,731	10/8/1996
JENNY BUCHANAN	2,015,870	11/12/1996
JENNY BUCHANAN	2,015,874	11/12/1996
JUST CHILL	3,620,462	5/12/2009
LIVING GREEN	3,854,437	9/28/2010
ONE • PHILOSOPHY	3,778,686	4/20/2010
RAMPED UP	3,908,977	1/18/2011
RU RAMPED UP	3, 909,005	1/18/2011
SUSQUEHANNA TRAIL OUTFITTERS	1,397,712	6/17/1986
SUSQUEHANNA TRAIL OUTFITTERS	3,217,597	3/13/2007
THE BON-TON	1,680,687	3/24/1992
THE BON-TON (design)	1,661,242	10/15/1991
ZOE & BELLA@ BT	85/495,083	12/14/2011