

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
SRL, INC		01/28/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SRL, LLC		
Street Address:	191 Spring Street		
City:	Lexington		
State/Country:	MASSACHUSETTS		
Postal Code:	02421		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1604756	STREET HOT	
CORRESPONDENCE DATA			
Fax Number:	7852956084		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(785) 368-7547		
Email:	trademarks@collectivebrands.com		
Correspondent Name:	Robert M. Carroll		
Address Line 1:	3231 S.E. 6th Avenue		
Address Line 2:	Collective Brands, Inc. - Law Department		
Address Line 4:	Topeka, KANSAS 66607		
NAME OF SUBMITTER:	Robert M. Carroll		
Signature:	/Robert M. Carroll/		
Date:	10/01/2012		

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 "S R HOLDINGS INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "S R HOLDINGS INC." TO "SR HOLDINGS, LLC", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF JANUARY, A.D. 2009, AT 3:09 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.

2144545 8100V

090078279



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7106664

DATE: 01-29-09

TRADEMARK
REEL: 004870 FRAME: 0547

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 "SR HOLDINGS, LLC" FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF JANUARY, A.D. 2009, AT 3:09 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.

2144545 8100V

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Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7106664


DATE: 01-29-09

TRADEMARK
REEL: 004870 FRAME: 0548

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 November 24, 1987.
- 4.) The name of the Corporation immediately prior to filing this Certificate is S R Holdings Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is SR Holdings, LLC.
- 6.) The conversion of the Corporation SR Holdings Inc. to a limited liability company known as SR Holdings, 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 28th 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 SR Holdings, 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 SR Holdings, 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 28th day of January, 2009.

By: 
Authorized Person(s)

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