

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
OurWeddingDay.com		10/02/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	David's Bridal, Inc.		
Street Address:	1001 Washington Street		
City:	Conshohocken		
State/Country:	PENNSYLVANIA		
Postal Code:	19428		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3559573	OURWEDDINGDAY	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	610-943-6454		
Email:	kporter@dbi.com		
Correspondent Name:	Kim Porter		
Address Line 1:	1001 Washington Street		
Address Line 4:	Conshohocken, PENNSYLVANIA 19428		
NAME OF SUBMITTER:	William Engelbrecht		
Signature:	/William Engelbrecht/		
Date:	10/02/2012		
Total Attachments: 1 source=Assignment to Davids Bridal#page1.tif			

OP \$40.00 3559573

ASSIGNMENT

WHEREAS, OURWEDDINGDAY.COM, LLC a Delaware limited liability company having an office and a principal place of business at c/o David's Bridal, Inc., 1001 Washington Street, Conshohocken, PA, 19428 (referred to herein as "OWD") is the owner of certain trademarks filed with the United States Patent and Trademark Office; and

WHEREAS, DAVID'S BRIDAL, INC., is a Florida corporation having an office and a principal place of business located at 1001 Washington Street, Conshohocken, PA, 19428 (referred to herein as "David's Bridal"); and

WHEREAS, OWD is desirous of transferring its trademark to David's Bridal. The trademark registration number is as follows: 3,559,573.

WHEREAS, David's Bridal is desirous of acquiring the trademark from OWD. The trademark registration number is as follows: 3,559,573.

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable considerations, receipt and adequacy of which is hereby acknowledged, OWD has assigned, effective September 28, 2012 (the "Effective Date"), unto David's Bridal, its successors and assigns, all of its right, title and interest in and to the above referenced Trademarks, together with the goodwill symbolized by the Trademarks, and all rights and remedies for any infringement of the Trademarks. OWD further assigns to David's Bridal, its successors and assigns, all rights arising out of OWD's use of the Trademark prior to the date of this Assignment.

IN WITNESS WHEREOF, OURWEDDINGDAY.COM, LLC. has caused this Assignment to be executed this 2nd day of October, 2012.

OURWEDDINGDAY.COM, LLC

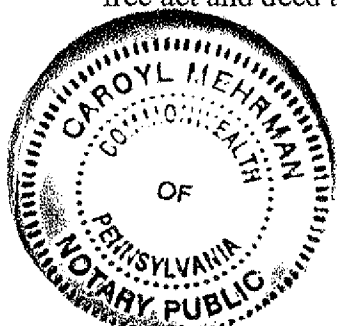
By: [Signature]
William Engelbrecht
Corporate Counsel

STATE OF PENNSYLVANIA

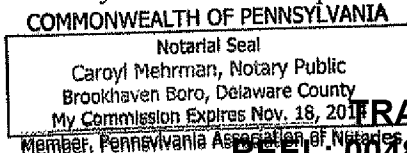
ss: Conshohocken

COUNTY OF MONTGOMERY

On the 2nd day of October, 2012 personally appeared William Engelbrecht, Corporate Counsel of Ourweddingday.com, LLC and acknowledged the foregoing to be their free act and deed and the free act and deed of said company, before me.



[Signature]
Caroyl Mehrman
Notary Public
My commission expires: 11/18/14



RECORDED: 10/02/2012

TRADEMARK
REEL: 004871 FRAME: 0590