

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
Brown Shoe Company, Inc.		12/06/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Brown Group Retail Inc.		
Street Address:	8300 Maryland Avenue		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63105		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77501906	MAKE TODAY FAMOUS	
CORRESPONDENCE DATA			
Fax Number:	314-854-40		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	314-854-4000		
Email:	dlnorman@brownshoe.com		
Correspondent Name:	Deborah L. Norman		
Address Line 1:	8300 Maryland Avenue		
Address Line 4:	st. Louis, MISSOURI 63105		
NAME OF SUBMITTER:	Deborah L. Norman		
Signature:	/Deborah L. Norman/		
Date:	12/06/2012		
Total Attachments: 1 source=Assignment-Make0today-famous2012#page1.tif			

OP \$40.00 77501906

ASSIGNMENT

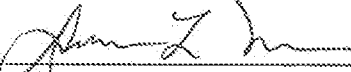
KNOW ALL MEN BY THESE PRESENTS that Brown Shoe Company, Inc., having a principal office or place of business at 8300 Maryland Avenue, St. Louis, MO, 63105, U.S.A. (hereinafter called the "Assignor"), the consideration of the sum of Two Dollars (\$2.00) (US) and other good and valuable consideration to it paid by Brown Group Retail, Inc., having principal office or place of business at 8300 Maryland Avenue, St. Louis, Missouri 63105 USA (hereinafter called the "Assignee"), has sold, assigned and transferred and by these presents does sell, assign and transfer unto the said Assignee of all of its right, title and interest in and to the following trade-marks in the United States, whether in word form, design form or any combination thereof, together with all attaching goodwill:

Trade-mark	Appearance of mark	Serial Number	Registration Number
MAKE TODAY FAMOUS	MAKE TODAY FAMOUS (BLOCK LETTERS)	77/501,906	3,607,461

The Assignee hereby appoints Brown Group Retail, Inc., whose full post office address is 8300 Maryland Avenue, St. Louis, Missouri 63105 as the Representative for Service and Agent of Record with respect to the said application and registration and upon whom service of any proceedings in respect of the said application and registration may be given or served with the same effect as if they had been given to or served upon it.

IN WITNESS whereof, the Assignor has set the hand of its proper Officer duly authorized in that behalf this 6th day of December, 2012.


BROWN SHOE COMPANY, INC

By: 

Title: Associate General Counsel

IN WITNESS whereof, the Assignor has set the hand of its proper officer duly authorized in that behalf this 6th day of December, 2012

BROWN GROUP RETAIL, INC.

By: 

Title: Deputy General Counsel