

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
MCF ACQUISITION LLC		03/12/2013	LIMITED LIABILITY COMPANY: ILLINOIS
RECEIVING PARTY DATA			
Name:	MCF OPERATING, LLC		
Street Address:	740 S.E. Dalbey Road		
City:	Ankeny		
State/Country:	IOWA		
Postal Code:	50021		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1770243	MRS. CLARK'S	
Registration Number:	2278686	MRS. CLARK'S	
Registration Number:	3898787	MRS. CLARK'S	
Registration Number:	3902757	MRS. CLARK'S	
CORRESPONDENCE DATA			
Fax Number:	3129774405		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	312 977 4400		
Email:	ipdocket@uhlaw.com, rstein@uhlaw.com		
Correspondent Name:	Roger H. Stein c/o Ungaretti & Harris LL		
Address Line 1:	70 West Madison Street		
Address Line 2:	Suite 3500, Attn.: IP TM Docket		
Address Line 4:	Chicago, ILLINOIS 60602-4224		
ATTORNEY DOCKET NUMBER:	9774405-0564		

CH \$115.00 1770243

NAME OF SUBMITTER:	Roger H. Stein
Signature:	/Roger H. Stein/
Date:	03/20/2013
Total Attachments: 2 source=TM Assignment MCF Acquisition to MCF Operating#page1.tif source=TM Assignment MCF Acquisition to MCF Operating#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, MCF ACQUISITION LLC ("ASSIGNOR"), an Illinois Limited Liability Company, having its principal office and place of business at 2001 Butterfield Road, Number 600, Downers Grove, Illinois 60515, is the owner of the trademark(s) and Trademark Registration(s) therefor identified on the attached Schedule A;

WHEREAS, MCF OPERATING, LLC ("ASSIGNEE"), an Illinois Limited Liability Company, having its principal office and place of business at 740 S.E. Dalbey Road, Ankeny, Iowa 50021, is interested in acquiring the entire right, title and interest in, to and under the above listed trademark(s) and the Trademark Registration(s) therefor as well as all common law rights in the trademark(s) including the right to sue and recover for past infringement thereof; and,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby confirm the prior sale in a document titled Asset Purchase Agreement and dated October 26, 2012 and hereby does sell, assign, transfer and convey to ASSIGNEE the trademark(s) and Trademark Registration(s) therefor set forth in Schedule A ASSIGNOR's entire right, title and interest in and to the foregoing trademarks and Trademark Registration(s) therefor, together with the goodwill of the business in connection with which the marks are used and which are symbolized by the marks, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if this Assignment had not been made, including the right to pursue all actions based on such marks and to recover for past infringement or violations of law relating to said marks, the same to be held and enjoyed by ASSIGNEE and ASSIGNEE's legal representatives, successors and assigns, for ASSIGNEE's own use and enjoyment, and for the use and enjoyment of ASSIGNEE's assigns, successors, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

IN WITNESS WHEREOF, ASSIGNOR has caused this Trademark Assignment to be signed by an authorized officer thereof, this 12th day of March, 2013.

MCF ACQUISITION LLC

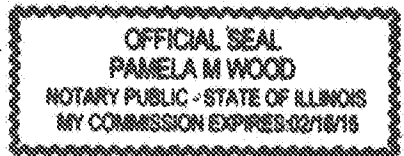
By: [Signature]
Print Name: Mark Hoppe
Title: Manager

STATE OF Illinois)
COUNTY OF Cook)

I, a Notary Public in and for the County and State aforesaid, do hereby certify that Mark E Hoppe is known to me to be the person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he/she signed, sealed, and delivered said instrument in his/her legal capacity as an officer of the foregoing for the uses and purposes therein set forth.

IN WITNESS WHEREOF I have hereunto set my hand and Notarial Seal this 12th day of March, 2013.

[Signature]
Notary Public



SCHEDULE A

<u>Trademark/Service Mark</u> <u>Service Mark</u>	<u>Country</u>	<u>Application Number</u> <u>Registration Number</u>	<u>Filing Date</u> <u>Registration Date</u>
MRS. CLARK'S	United States	74/283,692 1,770,243	June 11, 1992 May 11, 1993
MRS. CLARK'S & DESIGN	United States	75/259,318 2,278,686	March 18, 1997 September 21, 1999
MRS. CLARK'S	United States	77/878,880 3,898,787	November 23, 2009 January 4, 2011
MRS. CLARK'S & DESIGN	United States	77/878,929 3,902,757	November 23, 2009 January 11, 2011