

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|---|-----------------------|-------------------------------------|
| 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 ACQUISITION LLC | | |
| Street Address: | 740 S.E. Dalbey Road | | |
| City: | Ankeny | | |
| State/Country: | IOWA | | |
| Postal Code: | 50021 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: 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: | 1005708-8007 | | |

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|---|------------------|
| NAME OF SUBMITTER: | Roger H. Stein |
| Signature: | /Roger H. Stein/ |
| Date: | 03/20/2013 |
| Total Attachments: 2 source=1005708-8007 TM Assignment MCF Acquisition to MCF Operating#page1.tif source=1005708-8007 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

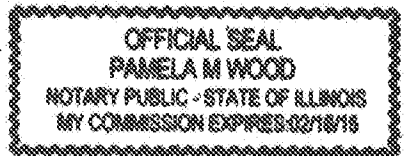
By: [Signature]
Print Name: Mark Hoppe
Title: Manager

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



TRADEMARK

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 |