

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Bon-Ton Department Stores, Inc.		05/28/2013	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Wells Fargo Bank, National Association		
Street Address:	625 Marquette Avenue, 11th Floor		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55479		
Entity Type:	Bank: UNITED STATES		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	85715679	CUDDLE BEAR	
Serial Number:	85733613	ZOE&BELLA @BT	
Serial Number:	85850871	STYLE ON THE STREET	
Serial Number:	85920337	PEPPER	
Serial Number:	85920357	DESIGN DISTRICT	
Serial Number:	85929876	TRENDÉVOUS	
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>			
Email:	daniel.cote@thomsonreuters.com		
Correspondent Name:	Doris Ka, Legal Assistant		
Address Line 1:	80 Pine Street		
Address Line 2:	Cahill Gordon & Reindel LLP		
Address Line 4:	New York, NEW YORK 10005		

OP \$165.00 85715679

TRADEMARK

NAME OF SUBMITTER:	Doris Ka, Legal Assistant
Signature:	/daniel cote thomsonreuters/
Date:	06/14/2013
Total Attachments: 6 source=BonTon WF Trademark Security Agreement#page1.tif source=BonTon WF Trademark Security Agreement#page2.tif source=BonTon WF Trademark Security Agreement#page3.tif source=BonTon WF Trademark Security Agreement#page4.tif source=BonTon WF Trademark Security Agreement#page5.tif source=BonTon WF Trademark Security Agreement#page6.tif	

Trademark Security Agreement

Trademark Security Agreement, dated as of May 28, 2013, by THE BON-TON DEPARTMENT STORES, INC. ("Grantor"), in favor of WELLS FARGO BANK, NATIONAL ASSOCIATION, in its capacity as collateral agent pursuant to the Indenture (in such capacity, the "Collateral Agent").

WITNESSETH:

WHEREAS, the Grantor is party to a Security Agreement of July 9, 2012 (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Security Agreement") in favor of the Collateral Agent pursuant to which the Grantor is required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Collateral Agent, for the benefit of the Secured Parties, to enter into the Indenture, the Grantor hereby agrees with the Collateral Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. The Grantor hereby assigns and pledges to the Collateral Agent, its successors and assigns, for the benefit of the Secured Parties, and hereby grants to the Collateral Agent, its successors and assigns, for the benefit of the Secured Parties, a security interest in all right, title or interest in or to any and all of the following of the Grantor:

- (a) Trademarks of the Grantor listed on Schedule I attached hereto;
- (b) all Goodwill associated with such Trademarks; and
- (c) all Proceeds of any and all of the foregoing;

provided that notwithstanding anything to the contrary in the Security Agreement, no security interest shall be granted in any United States intent-to-use application for a Trademark that may be deemed invalidated, canceled or abandoned due to the grant and/or enforcement of such security interest unless and until such time that the grant and/or enforcement of the security interest will not affect the status or validity of such Trademark.

SECTION 3. Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the Security Agreement and the Grantor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control unless the Collateral Agent shall otherwise determine.

SECTION 4. Termination. Upon the payment in full of the Obligations and termination of the Security Agreement, the Collateral Agent shall execute, acknowledge, and deliver to the Grantor an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien and security interest in the Trademarks under this Trademark Security Agreement.

SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party here-
to may execute this Trademark Security Agreement by signing and delivering one or more counterparts.

SECTION 6. Governing Law. This Trademark Security Agreement and the transac-
tions contemplated hereby, and all disputes between the parties under or relating to this Trademark Secu-
rity Agreement or the facts or circumstances leading to its execution, whether in contract, tort or other-
wise, shall be construed in accordance with and governed by the laws (including statutes of limitation) of
the State of New York, without regard to conflicts of law principles that would require the application of
the laws of another jurisdiction.

[signature pages follow]

IN WITNESS WHEREOF, the Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

THE BON-TON DEPARTMENT STORES, INC.

By: 

Name: Keith E. Plowman

Title: Executive Vice President, Chief
Financial Officer

[Signature Page to Trademark Security Agreement (The Bon-Ton Department Stores, Inc.)]

TRADEMARK
REEL: 005047 FRAME: 0348

Accepted and Agreed:

WELLS FARGO BANK, NATIONAL ASSOCIATION,
as Collateral Agent

By: 

Name:

Title:

Richard Prokoesh
Vice President

[Signature Page to Trademark Security Agreement (The Bon-Ton Department Stores, Inc.)]

TRADEMARK
REEL: 005047 FRAME: 0349

SCHEDULE I
to
TRADEMARK SECURITY AGREEMENT
TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS

Trademark	Registration / Serial Number	Registration/Filing Date
CUDDLE BEAR	85715679	08/29/2012
ZOE&BELLA @BT	85733613	09/20/2012
STYLE ON THE STREET	85850871	02/15/2013
PEPPER	85920337	05/01/2013
DESIGN DISTRICT	85920357	05/01/2013
TRENDÉVOUS	85929876	05/13/2013