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
Blair Holdings, Inc.		07/08/2013	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Blair LLC
Street Address:	220 Hickory Street
City:	Warren
State/Country:	PENNSYLVANIA
Postal Code:	16366
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 28

Property Type	Number	Word Mark
Serial Number:	77787976	WALKER & FETCH
Serial Number:	85538773	BLAIRWIK
Registration Number:	1051930	BLAIRGUARD
Registration Number:	1584039	IMPROVED LIVING
Registration Number:	1543353	IMPROVED LIVING
Registration Number:	1563972	BLAIR
Registration Number:	1582710	ELISABETH WILLIAMS
Registration Number:	1626066	BLAIR BOUTIQUE
Registration Number:	0910968	JOHN BLAIR
Registration Number:	0790047	JOHN BLAIR
Registration Number:	0930561	JOHN BLAIR
Registration Number:	1283914	BLAIR
Registration Number:	1360765	PERSONAL CHOICE
Registration Number:	1422914	BLAIR

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Registration Number:	2134847	BLAIR
Registration Number:	2008690	BLAIR
Registration Number:	2061091	BLAIR
Registration Number:	3262468	BLAIR
Registration Number:	3311249	BLAIR
Registration Number:	3374988	BLAIR
Registration Number:	3425807	LADY BLAIR
Registration Number:	3603863	LADY BLAIR
Registration Number:	3857523	IMPROVED LIVING
Registration Number:	3739703	IMPROVED LIVING
Registration Number:	3739695	IMPROVED LIVING
Registration Number:	4313521	BLAIR OUTLET
Serial Number:	77899335	HAPPY GOODS COMPANY
Registration Number:	1624256	BLAIR

CORRESPONDENCE DATA

Fax Number: 4159831200

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 415-983-1802

Email: sftrademarks@pillsburylaw.com

Correspondent Name: Laura C. Gustafson

Address Line 1: P.O. Box 2824

Address Line 2: Calendar/Docketing Department

Address Line 4: San Francisco, CALIFORNIA 94126-2824

ATTORNEY DOCKET NUMBER:	035062-0071257 (43720)
NAME OF SUBMITTER:	Laura C. Gustafson
Signature:	/Laura C. Gustafson/
Date:	07/09/2013

Total Attachments: 2

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Trademark Assignment

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Blair Holdings, Inc., a Delaware corporation ("Assignor"), conveys, transfers and assigns to Blair LLC, a Delaware limited liability company ("Assignee"), effective as of the date signed below all right, title and interest in and to the trademarks and service marks identified at Schedule A, including all trademark application and registrations, and all common law rights therein, all domain names, and the goodwill symbolized by and associated with the use of same, together with all rights and causes of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue and recover for past infringement and receive all damages, payments and costs and fees associated therewith.

Blair Holdings, Inc.

By: Daniel W. Ramsey

Daniel W. Ramsey, Secretary

Date: July 8, 2013

Schedule A		
Registration/Serial Number	**Mark Identification**	**Country**
77/787976	WALKER & FETCH	United States
85/538773	BLAIRWIK	United States
1051930	BLAIRGUARD	United States
1584039	IMPROVED LIVING	United States
1543353	IMPROVED LIVING	United States
1563972	BLAIR	United States
1582710	ELISABETH WILLIAMS	United States
1626066	BLAIR BOUTIQUE	United States
0910968	JOHN BLAIR	United States
790047	JOHN BLAIR	United States
0930561	JOHN BLAIR	United States
1283914	BLAIR	United States
1360765	PERSONAL CHOICE	United States
1422914	BLAIR	United States
2134847	BLAIR	United States
2008690	BLAIR	United States
2061091	BLAIR	United States
3262468	BLAIR	United States
3311249	BLAIR	United States
3374988	BLAIR	United States
3425807	LADY BLAIR	United States
3603863	LADY BLAIR	United States
3857523	IMPROVED LIVING	United States
3739703	IMPROVED LIVING	United States
3739695	IMPROVED LIVING	United States
4313521	BLAIR OUTLET	United States
77/899335	HAPPY GOODS COMPANY	United States
1624256	BLAIR	United States
TMA494558	JOHN BLAIR	Canada
TMA439489	JOHN BLAIR and Design	Canada
TMA438760	LADY BLAIR and Design	Canada
TMA650021	BLAIR	Canada
TMA438759	BLAIR and Design	Canada
TMA421016	LADY BLAIR	Canada