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| TRADEMARK ASSIGNMENT COVER SHEET |
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Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM301266

| | |
|------------------------------|--|
| SUBMISSION TYPE: | CORRECTIVE ASSIGNMENT |
| NATURE OF CONVEYANCE: | Corrective Assignment to correct the state of incorporation (citizenship) of the Assignee from Delaware to Pennsylvania previously recorded on Reel 004704 Frame 0894. Assignor(s) hereby confirms the sells, assigns, and transfers unto Assignee the entire right, title, and interest in and to the Trademarks. |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------|----------|----------------|-------------------------------------|
| The Bon-Ton Trade, LLC | | 01/11/2012 | LIMITED LIABILITY COMPANY: DELAWARE |

RECEIVING PARTY DATA

| | |
|------------------------|-------------------------------------|
| Name: | The Bon-Ton Department Stores, Inc. |
| Street Address: | 2801 E. Market Street |
| City: | York |
| State/Country: | PENNSYLVANIA |
| Postal Code: | 17402 |
| Entity Type: | CORPORATION: PENNSYLVANIA |

PROPERTY NUMBERS Total: 23

| Property Type | Number | Word Mark |
|-----------------------------|---------|--|
| Registration Number: | 1397712 | SUSQUEHANNA TRAIL OUTFITTERS |
| Registration Number: | 1680687 | THE BON-TON |
| Registration Number: | 1661242 | THE BON-TON |
| Registration Number: | 2006731 | JENNY BUCHANAN |
| Registration Number: | 2001829 | CUDDLE BEAR |
| Registration Number: | 2015870 | JENNY BUCHANAN |
| Registration Number: | 2015874 | JENNY BUCHANAN |
| Registration Number: | 2789053 | EBRIDE |
| Registration Number: | 3528518 | EXERTEK |
| Registration Number: | 3515296 | AUTHENTIC U AUTHENTIC UNIVERSITY GRADE A |
| Registration Number: | 3620462 | JUST CHILL |
| Registration Number: | 3584389 | GIVEJOY |
| Registration Number: | 3778686 | ONE PHILOSOPHY |
| Registration Number: | 3584404 | GIVE JOY |
| Registration Number: | 3684153 | GAME DAY COLLECTION |
| Registration Number: | 3666012 | BOSTON STORE |
| Registration Number: | 3672167 | FLURRYVILLE COLLECTION |

TRADEMARK

| Property Type | Number | Word Mark |
|----------------------|---------|------------------------------|
| Registration Number: | 3854437 | LIVING GREEN |
| Registration Number: | 3842899 | BT JEWELLED |
| Registration Number: | 3908977 | RAMPED UP |
| Registration Number: | 3909005 | RU RAMPED UP |
| Registration Number: | 3217597 | SUSQUEHANNA TRAIL OUTFITTERS |
| Registration Number: | 4259055 | ZOE&BELLA@BT |

CORRESPONDENCE DATA

Fax Number: 7172914660
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 717-299-5201
Email: ipdocket@barley.com
Correspondent Name: Scott F. Landis
Address Line 1: 126 East King Street
Address Line 4: Lancaster, PENNSYLVANIA 17602

| | |
|-------------------------|-------------------|
| ATTORNEY DOCKET NUMBER: | Y32900-900 |
| NAME OF SUBMITTER: | Scott F. Landis |
| SIGNATURE: | /scott f. landis/ |
| DATE SIGNED: | 04/14/2014 |

Total Attachments: 4
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900213099 01/26/2012

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 |
|------------------------|----------|----------------|-------------------------------------|
| The Bon-Ton Trade, LLC | | 01/11/2012 | LIMITED LIABILITY COMPANY: DELAWARE |

RECEIVING PARTY DATA

| | |
|-----------------|-------------------------------------|
| Name: | The Bon-Ton Department Stores, Inc. |
| Street Address: | 2801 E. Market Street |
| City: | York |
| State/Country: | PENNSYLVANIA |
| Postal Code: | 17402 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 23

| Property Type | Number | Word Mark |
|----------------------|---------|--|
| Registration Number: | 3515296 | AUTHENTIC U AUTHENTIC UNIVERSITY GRADE A GOODS |
| Registration Number: | 3666012 | BOSTON STORE |
| Registration Number: | 3842899 | BT JEWELLED |
| Registration Number: | 2001829 | CUDDLE BEAR |
| Registration Number: | 2789053 | EBRIDE |
| Registration Number: | 3528518 | EXERTEK |
| Registration Number: | 3672167 | FLURRYVILLE COLLECTION |
| Registration Number: | 3684153 | GAME DAY COLLECTION |
| Registration Number: | 3584404 | GIVE JOY |
| Registration Number: | 3584389 | GIVEJOY |
| Registration Number: | 2006731 | JENNY BUCHANAN |
| Registration Number: | 2015870 | JENNY BUCHANAN |
| Registration Number: | 2015874 | JENNY BUCHANAN |
| Registration Number: | 3620462 | JUST CHILL |

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TRADEMARK
 REEL: 004704 FRAME: 0894

TRADEMARK
 REEL: 005261 FRAME: 0260

| | | |
|----------------------|----------|------------------------------|
| Registration Number: | 3854437 | LIVING GREEN |
| Registration Number: | 3778686 | ONE PHILOSOPHY |
| Registration Number: | 3908977 | RAMPED UP |
| Registration Number: | 3909005 | RU RAMPED UP |
| Registration Number: | 3217597 | SUSQUEHANNA TRAIL OUTFITTERS |
| Registration Number: | 1397712 | SUSQUEHANNA TRAIL OUTFITTERS |
| Registration Number: | 1680687 | THE BON-TON |
| Registration Number: | 1661242 | THE BON-TON |
| Serial Number: | 85495083 | ZOE&BELLA@BT |

CORRESPONDENCE DATA

Fax Number: (717)291-4660

Phone: 717-299-5201

Email: ipdocket@barley.com

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

Correspondent Name: Scott F. Landis

Address Line 1: PO Box 1559

Address Line 4: Lancaster, PENNSYLVANIA 17608-1559

| | |
|-------------------------|-------------------|
| ATTORNEY DOCKET NUMBER: | Y32900-900 |
| NAME OF SUBMITTER: | Scott F. Landis |
| Signature: | /scott f. landis/ |
| Date: | 01/26/2012 |

Total Attachments: 3

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TRADEMARK
REEL: 004704 FRAME: 0895

TRADEMARK
REEL: 005261 FRAME: 0261

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made as of the 11 day of January, 2012, by and between THE BON-TON TRADE, LLC ("Assignor"), a Delaware limited liability company, and THE BON-TON DEPARTMENT STORES, INC. ("Assignee") a Delaware corporation, having its principal place of business at 2801 E. Market Street, York, Pennsylvania 17402.

RECITALS:

A. Assignor is the owner of certain trademarks, applications and/or registrations (the "Trademarks"), as more fully identified on Schedule A attached hereto; and

B. Pursuant to the terms and conditions of an Assignment Agreement between Assignor and Assignee of December 31, 2011, Assignor has elected to transfer all of its right, title, and interest in and to the Trademarks to Assignee.

AGREEMENT:

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, and transfers unto Assignee the entire right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and all claims for damages by reason of past infringement of the Trademarks, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, and other legal representatives.

Assignor hereby warrants and represents to Assignee, its successors, legal representatives, and assigns, that, at the time of execution and delivery of this Agreement, Assignor is the sole and lawful owner of the entire unencumbered, right, title, and interest in and to the Trademarks; that Assignor has the full right and lawful authority to sell and convey the same to Assignee as set forth herein; and that no other party has been granted any rights in the Trademarks by Assignor.

Assignor agrees that it shall execute and/or deliver any additional instrument, and shall take any additional step, reasonably requested by Assignee in order to effect, evidence, or perfect Assignee's rights in and to the Trademarks.

This Trademark Assignment shall be executed simultaneously or in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same agreement. The parties agree that facsimile signatures on this Agreement shall be deemed effective and equivalent to original signatures.

This Trademark Assignment is made and shall be governed by and construed in accordance with the laws of the Commonwealth of Pennsylvania exclusive of any conflicts of law principle that would apply the law of another jurisdiction. The parties hereto consent and agree that any legal proceedings related to this Trademark Assignment shall be brought and maintained in a court of competent jurisdiction located in York, Pennsylvania, and the parties

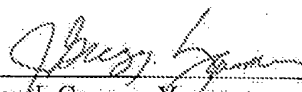
hereto agree that jurisdiction and venue for any such proceedings shall be exclusively within the courts of the Commonwealth of Pennsylvania or the United States District Court for the Middle District of the Commonwealth of Pennsylvania.

IN WITNESS WHEREOF, the parties hereto have set their hands and seals on the day and year first above written.

ATTEST/WITNESS:

THE BON-TON TRADE, LLC
("Assignor")

A handwritten signature in cursive, appearing to be "Kurt J.", is written over a horizontal line.

By: 
Name: J. Gregory Yawman
Title: Vice President - General Counsel

SCHEDULE "A"

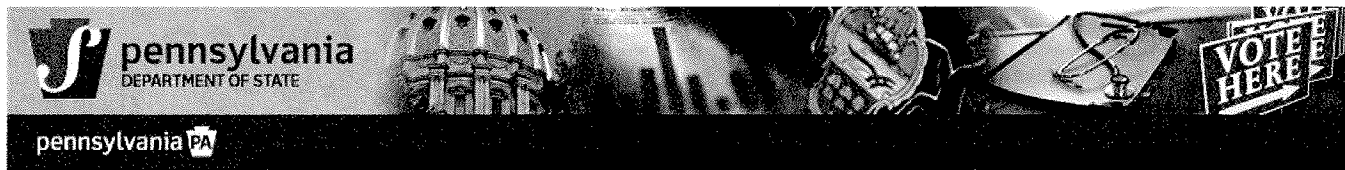
| TRADEMARK | FILING DATE | REG. DATE | SERIAL NUMBER | REG. NUMBER |
|---|-------------|------------|---------------|-------------|
| AUTHENTIC U AUTHENTIC UNIVERSITY GRADE A GOODS (and design) | 12/21/2007 | 10/14/2008 | 77/357,755 | 3,515,296 |
| BOSTON STORE | 09/24/2008 | 08/11/2009 | 77/577,377 | 3,666,012 |
| BT JEWELLED (and design) | 08/27/2009 | 08/31/2010 | 77/814,203 | 3,842,899 |
| CUDDLE BEAR | 07/25/1994 | 09/17/1996 | 74/553,100 | 2,001,829 |
| EBRIDE | 04/28/1999 | 12/02/2003 | 75/692,815 | 2,789,053 |
| EXERTEK | 07/11/2007 | 11/04/2008 | 77/227,149 | 3,528,518 |
| FLURRYVILLE COLLECTION | 12/12/2008 | 08/25/2009 | 77/632,294 | 3,672,167 |
| GAME DAY COLLECTION | 06/25/2008 | 09/15/2009 | 77/507,425 | 3,684,153 |
| GIVE JOY (and design) | 03/31/2008 | 03/03/2009 | 77/435,364 | 3,584,404 |
| GIVEJOY | 03/13/2008 | 03/03/2009 | 77/420,633 | 3,584,389 |
| JENNY BUCHANAN | 7/25/1994 | 10/8/1996 | 74/552,975 | 2,006,731 |
| JENNY BUCHANAN | 1/19/1996 | 11/12/1996 | 75/045,756 | 2,015,870 |
| JENNY BUCHANAN | 1/19/1996 | 11/12/1996 | 75/045,762 | 2,015,874 |
| JUST CHILL | 02/11/2008 | 05/12/2009 | 77/393,734 | 3,620,462 |
| LIVING GREEN | 01/13/2009 | 09/28/2010 | 77/648,515 | 3,854,437 |
| ONE PHILOSOPHY (and design) | 03/14/2008 | 04/20/2010 | 77/422,306 | 3,778,686 |
| RAMPED UP | 10/06/2009 | 01/18/2011 | 77/842,383 | 3,908,977 |
| RU RAMPED UP (and design) | 10/14/2009 | 01/18/2011 | 77/848,597 | 3,909,005 |
| SUSQUEHANNA TRAIL OUTFITTERS | 04/21/2006 | 03/13/2007 | 78/867,113 | 3,217,597 |
| SUSQUEHANNA TRAIL OUTFITTERS | 06/14/1985 | 06/17/1986 | 73/543,145 | 1,397,712 |
| THE BON-TON | 07/09/1990 | 03/24/1992 | 74/078,995 | 1,680,687 |
| THE BON-TON | 09/14/1990 | 10/15/1991 | 74/097,054 | 1,661,242 |
| ZOE&BELLA@BT | 12/14/2011 | | 85/495,083 | |

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RECORDED: 01/26/2012

TRADEMARK
REEL: 004704 FRAME: 0898
TRADEMARK

REEL: 005261 FRAME: 0264



Corporations

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- By Business Entity ID
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- Verify Certification
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- Register for Online Orders
- Order Good Standing
- Order Certified Documents
- Order Business List
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- Search for Images

Business Entity Filing History

Date: 4/14/2014 (Select the link above to view the Business Entity's Filing History)

Business Name History

| Name | Name Type |
|-------------------------------------|--------------|
| THE BON-TON DEPARTMENT STORES, INC. | Current Name |

Business Corporation - Domestic - Information

Entity Number: 148927
Status: Active
Entity Creation Date: 1/31/1929
State of Business.: PA
Registered Office Address: % Corporation Service Company
 PA
 Dauphin
Mailing Address: No Address

Officers

Name: BRENDAN L HOFFMAN
Title: President
Address: P801 EAST MARKET STRE
 YORK PA 17402

Name: GREGORY I YAWMAN
Title: Secretary
Address: P801 EAST MARKET STRE
 YORK PA 17402

Name: H TODD DISSINGER
Title: Treasurer
Address: P801 EAST MARKET STRE
 YORK PA 17402

Name: KEITH E PLOWMAN
Title: Vice President
Address: P801 EAST MARKET STRE
 YORK PA 17402-67

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