

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM302972

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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 |
| David's Bridal, Inc. | | 03/05/2014 | CORPORATION: |
| RECEIVING PARTY DATA | | | |
| Name: | DBD, Inc. | | |
| Street Address: | 1001 Washington Street | | |
| City: | Conshohocken | | |
| State/Country: | PENNSYLVANIA | | |
| Postal Code: | 19428 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3559573 | OURWEDDINGDAY | |
| 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> | | | |
| Phone: | 9086052120 | | |
| Email: | lreppert@reppertkelly.com | | |
| Correspondent Name: | Lisa Reppert | | |
| Address Line 1: | 120 Mountain View Blvd. PO Box 509 | | |
| Address Line 4: | Basking Ridge, NEW JERSEY 07920 | | |
| ATTORNEY DOCKET NUMBER: | DBD-DBI OURWEDDINGDAY ASG | | |
| NAME OF SUBMITTER: | Lisa Reppert (Atty of Record/NJ) | | |
| SIGNATURE: | /Lisa Reppert/ | | |
| DATE SIGNED: | 04/29/2014 | | |
| Total Attachments: 1 | | | |
| source=Assignment 4 DBI to DBD#page1.tif | | | |

OP \$40.00 3559573

ASSIGNMENT

WHEREAS, DAVID'S BRIDAL, INC., a Delaware corporation having an office and a principal place of business at 1001 Washington Street, Conshohocken, PA, 19427 (referred to herein as "DBI") is the owner of certain trademarks and applications filed with the United States Patent and Trademark Office; and

WHEREAS, DBD, INC., a Delaware corporation having an office located at 1001 Washington Street, Conshohocken, PA, 19428 (referred to herein as "DBD") is a company affiliated with DBI; and

WHEREAS, DBD, INC. is desirous of acquiring all trademarks and pending applications for trademarks under the name of DBI, including but not limited to registration number 3559573.

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable considerations, receipt and adequacy of which is hereby acknowledged, DBI has assigned, effective November 6, 2007 (the "Effective Date"), unto DBD, its successors and assigns, all of its right, title and interest in and to the above referenced Trademarks, together with the goodwill symbolized by the Trademarks and all rights and remedies for any infringement of the Trademarks. DBI further assigns to DBD, its successors and assigns, all rights arising out of DBI's use of the Trademarks prior to the date of this Assignment, and all rights arising out of DBI's use of the Trademarks under any license from DBD after the date of this Assignment.

IN WITNESS WHEREOF, DAVID'S BRIDAL, INC. has caused this Assignment to be executed this 5th day of March, 2014.

DAVID'S BRIDAL, INC.

By: _____

William R. Engelbrecht
Vice President, Corporate
Counsel & Secretary

STATE OF PENNSYLVANIA

ss: Conshohocken

COUNTY OF MONTGOMERY

On the 5th day of March, 2014 personally appeared William R. Engelbrecht, Vice President, Corporate Counsel & Secretary of David's Bridal, Inc. and acknowledged the foregoing to be their free act and deed and the free act and deed of said corporation, before me.

Agnes Jefferson
Agnes Jefferson
Notary Public
My commission expires:

