

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM318200

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
OUTRCO, Inc.		09/01/2014	CORPORATION:
RECEIVING PARTY DATA			
Name:	BDSRCO, Inc.		
Street Address:	1806 38th Ave. East		
City:	Bradenton		
State/Country:	FLORIDA		
Postal Code:	34208		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85722719	BEALLS OUTLET	
CORRESPONDENCE DATA			
Fax Number:	6156876993		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	615-238-6304		
Email:	trademarks@bonelaw.com		
Correspondent Name:	Paul W. Kruse		
Address Line 1:	511 Union Street		
Address Line 2:	Suite 1600		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	113273-60888		
NAME OF SUBMITTER:	Paul W. Kruse		
SIGNATURE:	/Paul W. Kruse/		
DATE SIGNED:	09/26/2014		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT made as of September 1, 2014 by and among OUTRCO, Inc. with an address at 1806 38th Ave. East, Bradenton, Florida 34208 (the "Assignor") and BDSRCO, Inc. with an address at 1806 38th Ave. East, Bradenton, Florida 34208 (the "Assignee"). Assignee is a Corporation of Florida.

Assignor owns all right, title and interest to certain trademark(s), the applications and/or registrations for which are set forth in SCHEDULE A (collectively, the "Trademark(s)"). Assignor wishes to assign all right, title and interest to the Trademark(s) to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the Trademark(s), together with the good will of the business symbolized by the Trademark(s) and any applications and/or registrations therefor, and the right (but not the obligation) to assert the Trademark(s) and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

If any of the Trademark(s) are the subject of an application based on Assignor's bona fide intent to use the Trademark(s) in commerce, Assignor hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the application and the Trademark(s) pertain.

OUTRCO, Inc.

BDSRCO, Inc.

By: Michael Maddaloni

By: Michael Maddaloni

Name: Michael Maddaloni

Name: Michael Maddaloni

Title: President

Title: President

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SCHEDULE A

Mark(s)

BEALLS OUTLET

Ser. No. 85722719

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