

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM329412

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	01/03/2015

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
DBD, Inc.		01/08/2015	CORPORATION:

RECEIVING PARTY DATA

Name:	David's Bridal, Inc.
Street Address:	1001 Washington Street
City:	Conshohocken
State/Country:	PENNSYLVANIA
Postal Code:	19428
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 42

Property Type	Number	Word Mark
Registration Number:	4616517	DAVID'S BRIDAL
Registration Number:	4313018	PROM'D
Registration Number:	4309114	PROM'D
Registration Number:	4312460	MY EVENT
Registration Number:	4308749	DAVID'S BRIDAL LUXE
Registration Number:	4150222	GALINA SIGNATURE
Registration Number:	4153523	PHOTOGRAPHY BY DAVID'S BRIDAL
Registration Number:	4070237	MEMORIES BY DAVID'S BRIDAL
Registration Number:	4059223	DB STUDIO
Registration Number:	3950296	TIMELESS IMAGES AT DAVID'S BRIDAL
Registration Number:	3959770	TIMELESS IMAGES
Registration Number:	3922357	PRISCILLA OF BOSTON CLASSICS
Registration Number:	4299881	REVERIE
Registration Number:	3522745	DRESS YOUR WEDDING
Registration Number:	3017372	DAVID'S BRIDAL
Registration Number:	2817374	DAVID'S BRIDAL
Registration Number:	3843888	SABEL STUDIOS
Registration Number:	4081630	JEWEL BY PRISCILLA OF BOSTON

OP \$1065.00 4616517

Property Type	Number	Word Mark
Registration Number:	3737638	DBBRIDAL COLOR
Registration Number:	3484773	DAVIDSBRIDAL.COM
Registration Number:	3517983	REVERIE BY MELISSA SWEET
Registration Number:	3483957	DAVID'S BRIDAL WEDDING
Registration Number:	3661582	PROMTOURAGE
Registration Number:	3933173	PLATINUM
Registration Number:	3559573	OURWEDDINGDAY
Registration Number:	3441766	VINEYARD COLLECTION
Registration Number:	3358442	MELISSA SWEET
Registration Number:	2708959	DAVID'S BRIDAL MAKE A MATCH
Registration Number:	1984078	PRISCILLA
Registration Number:	1987088	PRISCILLA OF BOSTON
Registration Number:	2088576	PRISCILLA OF BOSTON
Registration Number:	1987087	PRISCILLA
Registration Number:	1937208	GALINA
Serial Number:	86975592	DAVID'S BRIDAL
Serial Number:	86334814	DAVID'S
Serial Number:	86334763	DAVID'S BRIDAL
Serial Number:	86334838	JEWEL BY DAVID'S
Serial Number:	86334829	JEWEL BY DAVID'S BRIDAL
Serial Number:	86293721	SIGNATURE
Serial Number:	86156973	DAVID'S
Serial Number:	86293670	TAKEN
Registration Number:	2426973	DAVID'S BRIDAL

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 9086052120
Email: lreppert@reppertkelly.com
Correspondent Name: Lisa Reppert - Reppert Kelly, LLC
Address Line 1: 120 Mountain View Blvd.
Address Line 2: PO Box 509
Address Line 4: Basking Ridge, NEW JERSEY 07920

ATTORNEY DOCKET NUMBER:	DBI TM ASSIGNMENTS
NAME OF SUBMITTER:	Lisa Reppert
SIGNATURE:	/Lisa J. Reppert/
DATE SIGNED:	01/20/2015

Total Attachments: 2

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ASSIGNMENT

WHEREAS, DBD, Inc., a Delaware corporation having an office at Suite 202, 103 Foulk Road, Wilmington, DE 19803 (referred to herein as "DBD") is the owner of certain trademarks and applications filed with the United States Patent and Trademark Office; and

WHEREAS, DAVID'S BRIDAL, INC., a Florida corporation having an office and principal place of business located at 1001 Washington Street, Conshohocken, PA, 19428 (referred to herein as "DBI") is a company affiliated with DBD; and

WHEREAS, DBD was merged into DBI and DBI is desirous of acquiring all trademarks registered under the name of DBD, including but not limited to all pending applications as well as the registration/serial numbers listed below:

Registration Numbers:

4616517, 4313018, 4309114, 4312460, 4308749, 4150222, 4153523, 4070237, 4059223
3950296, 3959770, 3922357, 4299881, 3522745, 3017372, 2817374, 3843888, 4081630
3737638, 3484773, 3517983, 3483957, 3661582, 3933173, 3559573, 3441766, 3358442
2708959, 1984078, 1987088, 2088576, 1987087, 1937208, 2426973

Serial Numbers of pending applications:

86975592, 86334814, 86334763, 86334838, 86334829, 86293721, 86156973, 86293670

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, receipt and adequacy of which is hereby acknowledged, DBD has assigned, effective January 3, 2015 (the "Effective Date"), unto DBI, 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. DBD further assigns to DBI, its successors and assigns, all rights arising out of DBD's use of the Trademarks prior to the date of this Assignment, and all rights arising out of DBD's use of the Trademarks under any license to DBI after the date of this Assignment.

IN WITNESS WHEREOF, DBD, INC. has caused this Assignment to be executed this 8th day of January, 2015.

DBD, INC.

By: Gary Walker
Gary Walker
Assistant Secretary

STATE OF PENNSYLVANIA

ss:

COUNTY OF MONTGOMERY

On the 8th day of January, 2015 personally appeared Gary Walker, Assistant Secretary of DBD, 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: *January 26, 2016*

