

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM427498

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Francesca's Collections, Inc.		05/12/2017	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	Francesca's Services Corporation		
Street Address:	8760 Clay Road		
Internal Address:	Suite 100, Attn: Legal Department		
City:	Houston		
State/Country:	TEXAS		
Postal Code:	77080		
Entity Type:	Corporation: TEXAS		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Serial Number:	87128038	ALYA	
Registration Number:	5170201	BLUE RAIN	
Registration Number:	5175486	DINA BE	
Serial Number:	87407531	FRANCESCA'S	
Registration Number:	4806853	FRANCESCA'S	
Registration Number:	4210187	FRANCESCA'S	
Registration Number:	4098090	FRANCESCA'S COLLECTIONS	
Registration Number:	3542854	FRANCESCA'S COLLECTIONS	
Registration Number:	4232976	FRANCESCA'S COLLECTIONS INDIGO	
Registration Number:	5169744	FRANLOVE	
Serial Number:	87128028	HARPER	
Registration Number:	4980551	JUN & IVY	
Serial Number:	87128045	MIAMI	
Registration Number:	4215560	S STONY	
Registration Number:	4623657	STORY BY FRANCESCA'S	
Registration Number:	4489062	TUILLERIES	
CORRESPONDENCE DATA			

OP \$415.00 87128038

Fax Number: 6265778800

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: 626-795-9900

Email: pto@lrrc.com

Correspondent Name: Lewis Roca Rothgerber Christie LLP

Address Line 1: P.O. Box 29001

Address Line 4: Glendale, CALIFORNIA 91209-9001

NAME OF SUBMITTER:	Michael J. MacDermott
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SIGNATURE:	/Michael J. MacDermott/
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DATE SIGNED:	05/15/2017
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Total Attachments: 4

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ASSIGNMENT

WHEREAS, Francesca's Collections, Inc., a Texas corporation, of 8760 Clay Road, Suite 100, Houston, Texas 77080, United States of America, is the owner of the marks, registrations and applications for registration thereof as set forth in Schedule A attached hereto;

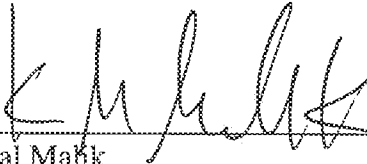
WHEREAS, Francesca's Services Corporation, a Texas corporation of 8760 Clay Road, Suite 100, Houston, Texas 77080, United States of America, is desirous of acquiring said marks;

NOW, THEREFORE, for One Dollar (U.S.) and other good and valuable consideration, receipt of which is hereby acknowledged, said Francesca's Collections, Inc. does hereby assign unto said Francesca's Services Corporation all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks and the registrations and applications for registration thereof identified on Schedule A hereto and all claims and causes of action for infringement thereof.

FRANCESCA'S COLLECTIONS, INC.

Date: May 12, 2017

By

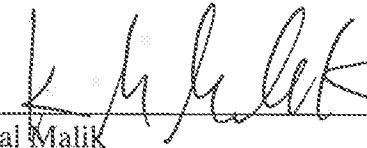


Kal Malik
Executive Vice President
Chief Administrative Officer

FRANCESCA'S SERVICES CORPORATION

Date: May 12, 2017

By



Kal Malik
Executive Vice President
Chief Administrative Officer

STATE OF TEXAS)

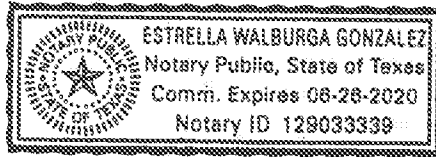
COUNTY OF HARRIS)

Before me, Estrella Gonzalez, on this day personally appeared Kal Malik on behalf of Francesca's Collections, Inc., known to me (or proved to me on the oath of _____ or through (description of identity card or other document) to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that the executed the same for the purposes and consideration therein expressed.

Given under my hand and seal of office this 12th day of May, 2017.

[Signature]
Notary Public

(Personalized Seal)



STATE OF TEXAS)

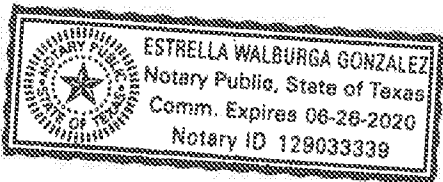
COUNTY OF HARRIS)

Before me, Estrella Gonzalez, on this day personally appeared Kal Malik on behalf of Francesca's Services Corporation, known to me (or proved to me on the oath of _____ or through (description of identity card or other document) to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that the executed the same for the purposes and consideration therein expressed.

Given under my hand and seal of office this 12th day of May, 2017.

[Signature]
Notary Public

(Personalized Seal)



SCHEDULE A

Trademark	Country Name	Class(es)	Application No./Date Filed	Registration No./Issue Date
ALYA	United States of America	25 Int.	87/128038 04-Aug-2016	
BLUE RAIN	United States of America	25 Int.	87/128020 04-Aug-2016	5170201 28-Mar-2017
DINA BE	United States of America	25 Int.	87/128041 04-Aug-2016	5175486 04-Apr-2017
FRANCESCA'S	United States of America	18 Int.	87/407531 11-Apr-2017	
FRANCESCA'S (Standard Characters)	United States of America	35 Int.	86/374603 22-Aug-2014	4806853 08-Sep-2015
FRANCESCA'S (stylized)	United States of America	35 Int.	85/606591 24-Apr-2012	4210187 18-Sep-2012
FRANCESCA'S COLLECTIONS	Canada	14 Int., 18 Int., 35 Int.	1512315 24-Jan-2011	TMA931600 14-Mar-2016
FRANCESCA'S COLLECTIONS	European Union (Community)	14 Int., 18 Int., 25 Int., 35 Int.	1066608 19-Jan-2011	1066608 19-Jan-2011
FRANCESCA'S COLLECTIONS	Int'l Registration - Madrid Protocol Only	14 Int., 18 Int., 25 Int., 35 Int.	1066608 19-Jan-2011	1066608 19-Jan-2011
FRANCESCA'S COLLECTIONS	Mexico	18 Int.	1149542 24-Jan-2011	1233359 17-Aug-2011
FRANCESCA'S COLLECTIONS	Mexico	35 Int.	1149539 24-Jan-2011	1267805 14-Feb-2012
FRANCESCA'S COLLECTIONS	United States of America	14 Int., 18 Int., 25 Int., 35 Int.	85/217245 13-Jan-2011	4098090 14-Feb-2012
FRANCESCA'S COLLECTIONS (stylized)	United States of America	14 Int., 18 Int., 25 Int., 35 Int.	77/367616 09-Jan-2008	3542854 09-Dec-2008
FRANCESCA'S COLLECTIONS INDIGO WATERS in Design	United States of America	03 Int.	85/538453 09-Feb-2012	4232976 30-Oct-2012

FRANLOVE	United States of America	35 Int.	87/032050 10-May-2016	5169744 28-Mar-2017
HARPER	United States of America	25 Int.	87/128028 04-Aug-2016	
JUN & IVY	United States of America	14 Int.	86/049662 27-Aug-2013	4980551 21-Jun-2016
MIAMI	United States of America	25 Int.	87/128045 04-Aug-2016	
S STONY and Design (square with stylized "S")	United States of America	14 Int.	85/977346 16-Nov-2010	4215560 25-Sep-2012
STORY BY FRANCESCA'S and Design	United States of America	03 Int.	86/113019 07-Nov-2013	4623657 21-Oct-2014
TUILERIES	United States of America	03 Int.	85/625394 15-May-2012	4489062 25-Feb-2014

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