

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM614815

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	Correction by Declaration
RESUBMIT DOCUMENT ID:	900578151

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BDSRCO, Inc.		11/03/2020	Corporation: FLORIDA

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: 41

Property Type	Number	Word Mark
Serial Number:	87556653	GREWARDS
Serial Number:	87223020	SPOT ON VALUE
Serial Number:	86402441	STYLE CIRCLE
Serial Number:	86646005	STAGE
Serial Number:	86645978	STAGE
Serial Number:	86402395	STYLE CIRCLE REWARDS
Serial Number:	86484874	VALERIE STEVENS
Serial Number:	86478789	SIGNATURE STUDIO
Serial Number:	86248192	CLUB 50 PLUS
Serial Number:	86107186	RUSTIC BLUE
Serial Number:	85374698	VALERIE STEVENS
Serial Number:	85155755	WISHFUL PARK
Serial Number:	85909011	JINGLE BELL LANE
Serial Number:	85908978	JINGLE BELL LANE
Serial Number:	85908968	JINGLE BELL LANE
Serial Number:	85908948	JINGLE BELL LANE
Serial Number:	85898103	MAX & MINI
Serial Number:	85898055	MAX & MINI

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	85886404	MAX & MINI
Serial Number:	78607544	SIGNATURE STUDIO
Serial Number:	78520863	GIVE THE UNEXPECTED
Serial Number:	78150793	SOMETHING UNEXPECTED
Serial Number:	77868649	WISHFUL PARK
Serial Number:	76217340	Y.E.S. YOUR EVERYDAY SAVINGS
Serial Number:	76050225	GOODY'S
Serial Number:	76033731	MOUNTAIN LAKE
Serial Number:	75807968	GORDMANS
Serial Number:	75876367	G
Serial Number:	75865607	G SOMETHING UNEXPECTED
Serial Number:	75976054	SUN RIVER CLOTHING CO.
Serial Number:	75882619	REBECCA MALONE
Serial Number:	75744175	PALAIS ROYAL
Serial Number:	74391027	SIGNATURE STUDIO
Serial Number:	74516578	IVY CREW
Serial Number:	74177847	CAPE CLASSIC
Serial Number:	74073162	PRIVATE EXPRESSIONS
Serial Number:	73560559	BEALLS
Serial Number:	73767438	GOODY'S FAMILY CLOTHING
Serial Number:	73660706	STAGE
Serial Number:	73657539	PEEBLES
Serial Number:	73660672	HANNAH

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: 6152386304
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:	112339-60800
NAME OF SUBMITTER:	Paul W. Kruse
SIGNATURE:	/Paul W. Kruse/
DATE SIGNED:	12/16/2020

Total Attachments: 6

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Erroneous Conveying Party: Specialty Retailers, Inc.

Erroneous Receiving Party: Bealls, Inc.

Property Number Total: 41 Trademarks

Execution Date: October 16, 2020

Recordation Date: October 16, 2020

Reel/Frame No. 7078/0832

Attorney Ref. No. 112339-60800

**DECLARATION IN SUPPORT OF CORRECTIVE
ASSIGNMENT UNDER TMEP 503.06(c)**

Box ASSIGNMENT BRANCH FEE
Commissioner for Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451

Sir:

The undersigned, on behalf of the current owner of 41 trademarks, the applications and/or registrations for which are set forth in SCHEDULE A (collectively, the "Trademarks"), requests that the assignment records be updated to correctly reflect that the current owner of the Trademarks is BDSRCO, Inc., a Florida Corporation, with an address at 1806 38th Ave. East, Bradenton, Florida 34208.

On October 7, 2020, a court order approving an Asset Purchase Agreement dated as of October 4, 2020, by and among Bealls, Inc., Burkes DC TX, LLC, Stage Stores, Inc. and

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Specialty Retailers, Inc. was recorded by the Assignment Branch at Reel/Frame No. 7083/0106 at the request of the undersigned. The court approved Asset Purchase Agreement vested title in the Trademarks conveyed thereby in Burkes DC TX, LLC.

On October 27, 2020, a trademark assignment dated as of October 5, 2020, by and among Burkes DC TX, LLC and BDSRCO, Inc. was recorded by the Assignment Branch at Reel/Frame No. 7087/0418 at the request of the undersigned. The trademark assignment assigned the entire interest in the Trademarks to BDSRCO, Inc., who remains the last correct and continues to be the current owner of the Trademarks.

On October 15, 2020, the previously recorded court order approving the Asset Purchase Agreement by and among Bealls, Inc., Burkes DC TX, LLC, Stage Stores, Inc. and Specialty Retailers, Inc. was re-recorded by the Assignment Branch at Reel/Frame No. 7078/0144 without the knowledge or approval of the undersigned. The court approved Asset Purchase Agreement re-recorded on this date at this reel and frame number erroneously identifies Stage Stores, Inc. and Specialty Retailers, Inc. as the current owners of the Trademarks when in fact they are not.

On October 16, 2020, a trademark assignment dated as of October 16, 2020, by and among Specialty Retailers, Inc. and Bealls, Inc. was recorded by the Assignment Branch at Reel/Frame No. 7078/0832 without the knowledge or approval of the undersigned. The trademark assignment recorded on this date at this reel and frame number erroneously identifies Bealls, Inc. as the current owner of the Trademarks when in fact it is not.

The undersigned asks that the documents recorded at Reel/Frame No. 7078/0144 and Reel/Frame No. 7078/0832 be removed from the title histories of the Trademarks. Failing that, the undersigned asks that the title histories of the Trademarks be updated to correctly reflect that

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BDSRCO, Inc., is the last correct and continues to be the current owner of the entire interest in the Trademarks.

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of this document, declares that he/she is properly authorized to execute this document on behalf of the applicant; and all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Please direct all communications to the undersigned at (615) 238-6300 or trademarks@bonelaw.com.

BDSRCO, Inc.

A handwritten signature in black ink, appearing to read 'Paul W. Kruse', written over a horizontal line.

By: _____

Name: Paul W. Kruse

Title: Attorney

Date: November 3, 2020

Submitted by:

Bone McAllester Norton PLLC
511 Union Street
Suite 1600
Nashville, Tennessee 37219

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TRADEMARK
REEL: 007132 FRAME: 0600

SCHEDULE A

Mark(s)

Serial Number	Reg. Number	Word Mark	Live/Dead
87556653	5442645	GREWARDS	LIVE
87223020	5362648	SPOT ON VALUE	LIVE
86402441	5335731	STYLE CIRCLE	LIVE
86646005	5142482	STAGE	LIVE
86645978	5069575	STAGE	LIVE
86402395	4860808	STYLE CIRCLE REWARDS	LIVE
86484874	4838287	VALERIE STEVENS	LIVE
86478789	4838271	SIGNATURE STUDIO	LIVE
86248192	4742049	CLUB 50 PLUS	LIVE
86107186	4739968	RUSTIC BLUE	LIVE
85374698	4177006	VALERIE STEVENS	LIVE
85155755	4062356	WISHFUL PARK	LIVE
85909011	4660343	JINGLE BELL LANE	LIVE
85908978	4660342	JINGLE BELL LANE	LIVE
85908968	4660341	JINGLE BELL LANE	LIVE
85908948	4649865	JINGLE BELL LANE	LIVE
85898103	4649853	MAX & MINI	LIVE
85898055	4649852	MAX & MINI	LIVE
85886404	4649826	MAX & MINI	LIVE
78607544	3280578	SIGNATURE STUDIO	LIVE
78520863	3045751	GIVE THE UNEXPECTED	LIVE
78150793	2721561	SOMETHING UNEXPECTED	LIVE
77868649	3887766	WISHFUL PARK	LIVE
76217340	2515145	Y.E.S. YOUR EVERYDAY SAVINGS	LIVE
76050225	2529306	GOODY'S	LIVE
76033731	2561162	MOUNTAIN LAKE	LIVE
75807968	2379498	GORDMANS	LIVE
75876367	2548132	G	LIVE
75865607	2640229	G SOMETHING UNEXPECTED	LIVE
75976054	2080349	SUN RIVER CLOTHING CO.	LIVE
75882619	2821443	REBECCA MALONE	LIVE
75744175	2785222	PALAIS ROYAL	LIVE
74391027	2072046	SIGNATURE STUDIO	LIVE

74516578	2657455	IVY CREW	LIVE
74177847	1684402	CAPE CLASSIC	LIVE
74073162	1769352	PRIVATE EXPRESSIONS	LIVE
73560559	1563887	BEALLS	LIVE
73767438	1606015	GOODY'S FAMILY CLOTHING	LIVE
73660706	1525762	STAGE	LIVE
73657539	1492322	PEEBLES	LIVE
73660672	1475067	HANNAH	LIVE

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