

Form PTO-1594 Rev. 6-93

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03-01-2000

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To the Honorable Commissioner of Pa

1. Name of conveying party(ies):

GFI, Inc.

- Individual(s)
- General Partnership
- Corporation-State Mississippi
- Other

- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: January 10, 2000

2. Name and address of receiving party(ies)

Name: Ashley Furniture Industries, Inc

Internal Address: Attn: Paulette Rippley

Street Address: One Ashley Way

City: Arcadia State: WI ZIP: 54612

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Wisconsin
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached?  Yes  No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,274,060



01-29-2000

U.S. Patent & TMO/PTO Mail Receipt #22

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Kostner, Koslo & Brovold

Internal Address: Attn: William N. Koslo

Street Address: 108 West Main Street

City: Arcadia State: WI ZIP: 54612

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Paulette W. Rippley  
Name of Person Signing

Paulette W. Rippley  
Signature

1/10/2000  
Date

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

02/29/2000 DNGUYEN 00000127 2274060

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**ASSIGNMENT DIVISION**

WHEREAS, GFI, Inc., a corporation organized under the laws of the State of Mississippi, with its principal office at 15900 Highway 15 North, Ripley, Mississippi 38663, and with a mailing address of Post Office Box 310, Ripley, Mississippi 38663, has adopted, used and is using the trademark "SEDONA LEATHER" which has been assigned Registration Number 2,274,060, dated August 31, 1999; and

WHEREAS, Ashley Furniture Industries, Inc., a corporation organized under the laws of the State of Wisconsin, with its principal address at One Ashley Way, Arcadia, Wisconsin 54612, is desirous of acquiring said registered trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said GFI, Inc., does hereby assign to the said Ashley Furniture Industries, Inc., all right, title, and interest of "SEDONA LEATHER" and the goodwill of the business symbolized thereby.

GFI, INC.

By: *Herbert G. Rogers, III*  
Herbert G. Rogers, III  
Chairman of the Board of Directors