

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Levitz Furniture Corporation		12/16/2005	CORPORATION: FLORIDA
Seaman Furniture Company, Inc.		12/16/2005	CORPORATION: DELAWARE
John M. Smyth Company		12/16/2005	CORPORATION: ILLINOIS
Levitz Home Furnishings, Inc.		12/16/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	PLVTZ, LLC
Street Address:	623 Fifth Avenue
Internal Address:	32nd Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Serial Number:	78239632	FEEL THE LOVE
Registration Number:	2484713	@ MY PLACE
Registration Number:	2422492	LOVE THE WAY YOU LIVE
Registration Number:	1803479	ROOMS FOR LESS
Registration Number:	2386797	BETTER ROOMS FOR LESS
Registration Number:	1043146	LEVITZ COAST-TO-COAST SINCE 1910
Registration Number:	0969828	LEVITZ
Serial Number:	76491523	YOU'LL LOVE IT AT LEVITZ
Registration Number:	2436329	SEAMAN'S KIDS FURNITURE
Registration Number:	1798293	SEAMAN'S
Registration Number:	1816230	SEE SEAMAN'S FIRST

CH \$365.00 78239632

Registration Number:	1824758	THE PACKAGE
Registration Number:	2125211	THE SENSIBLE WAY TO A BEAUTIFUL HOME!
Registration Number:	1922052	JOHN M. SMYTH'S HOMEMAKERS

CORRESPONDENCE DATA

Fax Number: (212)593-5955
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (212) 756-2388
Email: daniel.angel@srz.com
Correspondent Name: Daniel Angel, Esq.
Address Line 1: Schulte Roth & Zabel LLP
Address Line 2: 919 Third Avenue
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	089253/0014
NAME OF SUBMITTER:	Daniel Angel, Esq.
Signature:	/beb for da/ 089253/0014
Date:	03/29/2006

Total Attachments: 10
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INTELLECTUAL PROPERTY ASSIGNMENT

December 16, 2005

This ASSIGNMENT OF INTELLECTUAL PROPERTY dated as of December 16, 2005 ("IP Assignment"), is entered into by and among LEVITZ FURNITURE CORPORATION, a Florida corporation, SEAMAN FURNITURE COMPANY, INC., a Delaware corporation, JOHN M. SMYTH COMPANY, an Illinois corporation, and LEVITZ HOME FURNISHINGS, INC., a Delaware corporation, each located at 300 Crossways Park Drive, Woodbury, New York 11797 (the "Assignors"), and PLVTZ, LLC, a Delaware limited liability company located at 623 Fifth Avenue, 32nd Floor, New York, NY 10022 (the "Assignee").

WHEREAS, each of the Assignors owns and is using certain (a) trademarks, service marks, trade names, service names, brand names, trade dress rights, logos, Internet domain names and corporate names and general intangibles of like nature, including those which are subject of registrations and applications for registration which are listed on Appendix 1 attached hereto and incorporated herein by reference (collectively, the "Trademarks"), (b) patents and applications therefor, including continuations, divisionals, continuations-in-part, or reissues of patent applications and patents issuing thereon, including those patents and patent applications which are listed on Appendix 1 attached hereto and incorporated herein by reference (the "Patents"), and (c) certain copyrights and registrations and applications therefor and works of authorship, and mask work rights, including those which are subject of registrations and applications for registration which are listed on Appendix 1 attached hereto and incorporated herein by reference (the "Copyrights"); and

WHEREAS, Assignee has agreed to purchase, acquire and accept from Assignors, and the Assignors desire to sell, transfer, convey and deliver to Assignee, all of Assignors' right, title and interest in and to the Trademarks, Patents, and Copyrights (collectively, the "Intellectual Property"), pursuant to the Asset Purchase Agreement dated as of the date hereof by and among Assignors, certain of Assignors' affiliates, Assignee and The Pride Capital Group, LLC and the Sale Order (as defined in the Asset Purchase Agreement);

NOW THEREFORE, subject to the terms and conditions of the Asset Purchase Agreement and the Sale Order (as defined in the Asset Purchase Agreement), Assignor hereby sells, transfers, conveys, and delivers to Assignee, its successors and assigns, and Assignee has agreed to purchase, acquire and accept from Assignors, all of Assignors' rights, title and interest in and to: (i) the Trademarks throughout the universe, including the registrations and applications thereof, and all goodwill symbolized by and connected with the use thereof, the right to conduct business under the Trademarks, including the right to license others the right to conduct business under the Trademarks, (ii) Patents throughout the universe, including all inventions disclosed and claimed therein, and including without limitation the subject matter of all claims which may be obtained therefrom, rights of priority under the International

Convention for the Protection of Industrial Property, the Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States adheres, (iii) the Copyrights throughout the universe, including, without limitation, the right to exercise such rights in perpetuity in all media and by any manner and means now known or hereafter devised, (iv) and all rights to sue, counterclaim, and to collect damages and payments for claims of past, present, and future infringements, unfair competition or misappropriations thereof, and all income, royalties, damages, and payments now or hereafter due or payable with respect to the Intellectual Property, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives.

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all of Assignor's rights, title and interest in and to the Intellectual Property in Assignee, including all documents necessary to record in the name of Assignee the assignment of the Trademarks and Patents with the United States Patent and Trademark Office and the Copyrights with the United States Copyright Office and, with respect to any equivalent foreign rights, with any other appropriate foreign or international office or registrar.

[Signature Pages to Follow]

JOHN M. SMYTH CORPORATION

By: Robert Webber, V.P.
Name: Robert Webber
Title: Vice President

LEVITZ FURNITURE CORPORATION

By: Robert Webber, Sr. V.P.
Name: Robert Webber
Title: Sr. Vice President

SEAMAN FURNITURE COMPANY, INC.

By: Robert Webber, Sr. V.P.
Name: Robert Webber
Title: Sr. Vice President

LEVITZ HOME FURNISHINGS, INC.

By: Robert Webber, Sr. V.P.
Name: Robert Webber
Title: Sr. Vice President

PLVTZ, LLC

By: _____
Name:
Title:

JOHN M. SMYTH CORPORATION

By: _____
Name:
Title:

LEVITZ FURNITURE CORPORATION

By: _____
Name:
Title:

SEAMAN FURNITURE COMPANY, INC.

By: _____
Name:
Title:

LEVITZ HOME FURNISHINGS, INC.

By: _____
Name:
Title:

PLVTZ, LLC

By: Michael Weiss
Name: Michael Weiss
Title: Treasurer and Secretary

STATE OF NEW YORK)
) SS.
COUNTY OF NEW YORK)

I, a notary public, in and for the county and state aforesaid, do hereby certify that ~~Robert White~~, known to me to be the Sr. Vice President of LEVITZ FURNITURE CORPORATION and acknowledged that he signed the above and foregoing instrument as his free and voluntary act, on behalf of LEVITZ FURNITURE CORPORATION.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal
this 16 day of December, 2005.


Notary Public

CHRISTINE ROMANO
NOTARY PUBLIC, State of New York
No. 01R06053183
Qualified in Suffolk County
Commission Expires January 02, 2007

STATE OF NEW YORK)
) SS.
COUNTY OF NEW YORK)

I, a notary public, in and for the county and state aforesaid, do hereby certify that Robert Webber, known to me to be the Sr. Vice President of SEAMAN FURNITURE COMPANY, INC. and acknowledged that he signed the above and foregoing instrument as his free and voluntary act, on behalf of SEAMAN FURNITURE COMPANY, INC.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal
this 16 day of December, 2005.


Notary Public

CHRISTINE ROMANO
NOTARY PUBLIC, State of New York
No. 01RO6053183
Qualified in Suffolk County
Commission Expires January 02, 2007

STATE OF NEW YORK)
) SS.
COUNTY OF NEW YORK)

I, a notary public, in and for the county and state aforesaid, do hereby certify that Robert Walker, known to me to be the Vice President of JOHN M. SMYTH CORPORATION and acknowledged that he signed the above and foregoing instrument as his free and voluntary act, on behalf of SEAMAN JOHN M. SMYTH CORPORATION

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal
this 16 day of December, 2005.


Notary Public

CHRISTINE ROMANO
NOTARY PUBLIC, State of New York
No. 01R06053183
Qualified in Suffolk County
Commission Expires January 02, 2007

STATE OF NEW YORK)
) SS.
COUNTY OF NEW YORK)

I, a notary public, in and for the county and state aforesaid, do hereby certify that Robert Webber, known to me to be the Sr. Vice President of LEVITZ HOME FURNISHINGS, INC. and acknowledged that he signed the above and foregoing instrument as his free and voluntary act, on behalf of LEVITZ HOME FURNISHINGS, INC.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal
this 16 day of December, 2005.


Notary Public

CHRISTINE ROMANO
NOTARY PUBLIC, State of New York
No. 01R06053183
Qualified in Suffolk County
Commission Expires January 02, 2007

Trademarks

Registered Owner	U.S. Service Mark/ Trademark Description	Registration or Application Number (Serial No.)	Registration or Application Date (Date Filed)
Levitz Furniture Corporation	"Feel the Love"	78239632	04/18/03
Levitz Furniture Corporation	"@ My Place"	2484713	09/04/01
Levitz Furniture Corporation	"Love The Way You Live"	2422492	01/23/01
Levitz Furniture Corporation	"Rooms For Less"	1803479	11/09/93
Levitz Furniture Corporation	"Better Rooms for Less"	2386797	09/19/00
Levitz Furniture Corporation	"Levitz Coast-to-Coast Since 1910" with oval	1043146	07/06/76
Levitz Furniture Corporation	"Levitz"	0969828	10/02/73
Levitz Furniture Corporation	"You'll love it at Levitz"	76491523	02/21/03
Seaman Furniture Company, Inc.	"Seaman's Kids Furniture"	2436329	03/20/01
Seaman Furniture Company, Inc.	"Seaman's"	1798293	10/12/93
Seaman Furniture Company, Inc.	"See Seaman's First"	1816230	01/11/94
Seaman Furniture Company, Inc.	"The Package"	1824758	03/01/94
Seaman Furniture Company, Inc.	"The Sensible Way To A Beautiful Home!"	2125211	12/30/97
John M. Smyth Company	"John M. Smyth's Homemakers"	1922052	09/26/95
John M. Smyth Company	H and Design	42,798 (Illinois State Registration)	N/A
John M. Smyth Company	HOMEMAKERS and Design	42,797 (Illinois State Registration)	N/A

Registered Owner	U.S. Service Mark/ Trademark Description	Registration or Application Number (Serial No.)	Registration or Application Date (Date Filed)
John M. Smyth Company	NOT LOW PRICED FURNITURE, BUT GOOD FURNITURE AT LOW PRICES	42,799(Illinois State Registration)	N/A

Patents

Registered Owner	Title	Application No.	Filing Date
Levitz Home Furnishings, Inc.	Machine operator protective guard	10/680,333	10/7/2003

Copyrights

Registered Owner	Title	Registration Number	Registration Date
Seaman Furniture Company, Inc.	Selling at Seaman's / by Leonard G. Cacioppo.	TX2120029	6/12/1987
Seaman Furniture Company, Inc.	The Magic wand.	TX2120028	6/12/1987
Levitz Furniture Corporation & Winterstreet U. S. A./Inner Modeling, Inc. (joint registrants)	Selling for results.	PAu720006	11/1/1984

Domain Names

Record Owner	Domain Name	Reg. Date	Expires
Levitz Home Furnishings, Inc.	LEVITZ.COM	9/20/1995	9/192006
Levitz Home Furnishings, Inc.	LEVITZHOMEFURNISHINGS.COM	8/21/2001	8/21/2006
Levitz Home Furnishings, Inc.	LHFICORP.COM	10/29/2001	10/29/2006
Levitz Home Furnishings, Inc.	SEAMANFURNITURE.COM	11/7/2001	11/7/2006
Levitz Home Furnishings, Inc.	SEAMANS.COM	3/6/1996	3/7/2006
Levitz Home Furnishings, Inc.	SEAMANSFURNITURE.COM	8/25/1999	8/25/2006
Levitz Home Furnishings, Inc.	SEAMANSKIDS.COM	6/30/1998	6/20/2006