

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
Jennifer C. Krosiak		12/09/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Payless ShoeSource Worldwide, Inc.		
Street Address:	700 SW Jackson, Ste. 202		
Internal Address:	Jayhawk Towers		
City:	Topeka		
State/Country:	KANSAS		
Postal Code:	66603		
Entity Type:	CORPORATION: KANSAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3238076	BRASH	
CORRESPONDENCE DATA			
Fax Number:	(785)295-6084		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	7853687547		
Email:	trademarks@collectivebrands.com, abrozenic@lathropgage.com		
Correspondent Name:	Robert M. Carroll		
Address Line 1:	3231 SE 6th Ave		
Address Line 2:	Collective Brands, Inc. - Law Dept.		
Address Line 4:	Topeka, KANSAS 66607		
ATTORNEY DOCKET NUMBER:	456221		
NAME OF SUBMITTER:	Amy M. Brozenic, Attorney for Assignee		
Signature:	/Amy M. Brozenic/		

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Date:

12/21/2010

Total Attachments: 3

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ASSIGNMENT

WHEREAS, Jennifer C. Krosiak, an individual residing at 6901 E. Chauncey Lane #1011, Phoenix, AZ, 85054, hereinafter referred to as "Assignor," is the owner of the entire right, title and interest, in the United States and worldwide, in and to the trademarks, trademark registrations thereof and pending applications relating thereto identified on the attached Schedule A (hereinafter "BRASH Registered Trademarks"); and

WHEREAS, PAYLESS SHOESOURCE WORLDWIDE INC., a Kansas corporation, having a place of business at 3231 S.E. Sixth Avenue, Topeka, Kansas 66601, hereinafter referred to as "Assignee" desires to acquire the entire right, title and interest of Assignor in and to said BRASH Registered Trademarks; and

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the common law trademark and service mark BRASH in the United States in connection with International Class 25 goods and their corresponding logos and designs/artwork and U.S. copyrights in and to such designs and artwork (hereinafter "BRASH Common Law Trademarks");

WHEREAS, to the best of Assignor's knowledge no proceedings to cancel the registrations or oppose the applications as identified in Schedule A are pending and no other party makes a claim of ownership to the BRASH Registered Trademarks or the registrations or applications therefor; and

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, transfers and assigns to Assignee, its successors, assigns, and legal representatives, all of Assignor's right, title and interest in and to said BRASH Registered Trademarks and BRASH Common Law Trademarks together with all of the goodwill of the business associated with and symbolized by the BRASH Registered Trademarks and the BRASH Common Law Trademarks.

ASSIGNOR further agrees to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in and to Assignee, its successors, assigns, and legal representatives.

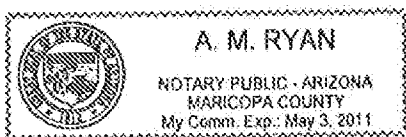
Executed to be effective as of the 9th day of Dec, 2010

JENNIFER C. KROSLAK

By: JC Kroslak

STATE OF ARIZONA)
) ss.:
COUNTY OF MARICOPA)

On this 9th day of December, 2010, before me personally came Jennifer C. Kroslak, to me known and known to me to be the Assignor above named, and acknowledged that she executed the foregoing Assignment of BRASH Registered Trademarks and BRASH Common Law Trademark on behalf of said Assignor and pursuant to authority duly received.



A. M. Ryan
Notary Public

PAYLESS SHOESOURCE WORLDWIDE, INC.

By: LuAnn Via

STATE OF KANSAS)
) ss.:
COUNTY OF SHAWNEE)

On this 17th day of December, 2010, before me personally came LuAnn Via, to me known and known to me to be the President of Payless ShoeSource Worldwide, Inc., the Assignee above named, and acknowledged that he executed the foregoing Assignment of BRASH Registered Trademarks and BRASH Common Law Trademark on behalf of said Assignee and pursuant to authority duly received.



Trudy K. Zilkha
Notary Public

My Commission expires: December 28, 2010
2

EXHIBIT A

United States Trademark Registration Number 3,238,076

All common law rights in and to the trademark and service mark BRASH and copyrights in and to such mark.