

## Acquisition Opportunity

Intellectual Property Assets

Alco Stores Inc.



### OPPORTUNITY

Hilco Streambank has been retained By Alco Stores Inc. (the "Company") as its agent for the purpose of selling the Company's intellectual property assets. The Company is currently a debtor in possession in a Chapter 11 pending in the U.S. Bankruptcy Court for the Northern District of Texas.

### BACKGROUND

The Company is a regional retailer which operated 198 stores in 23 states. The Company's stores targeted smaller markets not served by other regional or national broad line retail chains and provided the most convenient access to retail shopping within each market. The Company offered customers a broad line of merchandise consisting of approximately 35,000 SKUs including, automotive, consumables and commodities, crafts, domestics, electronics, furniture, hardware, health and beauty aids, housewares, jewelry, ladies', men's and children's apparel and shoes, prerecorded music and video, sporting goods, seasonal items, stationery and toys.

As well as its own trademark (Alco®), the company has also developed several private label apparel brands including Snickelfritz® children's clothing, Emma Brooke® juniors clothing, and David & James® men's wear. The company also maintained a website under AlcoStores.com, and an email database of customers to whom regular marketing messages were sent.

### AVAILABLE ASSETS

These assets present the opportunity to leverage a 47 year old brand with wide category coverage and strong name recognition in its trading markets.

### Assets

*The assets for sale include:*

- Trademarks – including: Alco®, Snickelfritz®, Emma Brooke®, David & James®, Shop Smart, Save Smart®, and Spend Less Time Searching & More Time Saving®
- Domain Names – including: Alcostores.com, Alcostores.net, Duckwall.com, and Alcostoresinc.com
- Customer lists: over 440k email addresses with over 140k active subscribers, Loyalty/Rewards Program list with 800k participants

### SALE PROCESS

Hilco Streambank is actively soliciting interest for the above assets. More information on the assets is available in an online data room.

For further information about the sale process and access to diligence materials please contact the following Hilco Streambank representatives:

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#### About Hilco Streambank

Hilco Streambank is a market leading advisory firm specializing in [intellectual property disposition and valuation](#). Over the last three years Hilco Streambank has become a leader in the IP valuation and disposition market. Having completed numerous transactions including sales in publicly reported Chapter 11 bankruptcy cases as well as private transactions, Hilco Streambank has established itself in the [internet and telecom](#) community as a responsible and effective intermediary in the space.