

Women's Retail Fashion Brand  
& Domain Opportunity:  
**DOTS**<sup>®</sup>



## INVESTMENT OPPORTUNITY

Hilco Streambank has been retained by Dots, LLC ("Dots" or the "Company") as its exclusive agent to sell the intellectual property assets associated with the well-known Dots<sup>®</sup> women's retail fashion brand. The assets include the Dots<sup>®</sup> trademark and the [www.dots.com](http://www.dots.com) premium domain name. The assets will be sold in a Bankruptcy Court approved sale process.

**Bid Deadline: May 7th, 2014 11:59 EST**

## BACKGROUND

**AuctionDate: May 9th, 2014**

Dots was a leading retailer of value-priced women's clothing, footwear and accessories, serving the junior, misses and plus-size markets for more than 25 years. Dots is widely known for its broad assortment of hip, fun and trendy apparel and accessories offered at exceptional values. The majority of the products offered at the stores are Dots<sup>®</sup> branded. Prior to its recent chapter 11 filing, the chain operated approximately 400 stores in off mall and high traffic urban locations spanning 27 states in the East, Southeast and Midwest regions of the United States. In addition to its retail locations, Dots ran an active and growing online e-commerce platform at [www.dots.com](http://www.dots.com). Net sales for the fiscal year 2013 (12 months ended January 2014), were approximately \$287MM and \$3.9MM for in-store sales and e-commerce sales, respectively. In the years prior to the recent downturn, sales were well in excess of \$300MM.



## CURRENT SITUATION

For most of its 25 year operating history, Dots has operated profitably. However, the economic downturn of the past few years created a difficult operating environment for Dots and for apparel retailers in general. In 2011, the Company was acquired by Irving Place Capital, a leading middle market private equity firm. Despite extensive restructuring efforts, the Company was not able to effectively reorganize. On January 20, 2014 Dots filed for protection under Chapter 11 of the United States Bankruptcy Code in the United States Bankruptcy Court for the District of New Jersey (the "Bankruptcy Court"). The retail stores are currently being liquidated and the real estate leases are being marketed through a Bankruptcy Court approved sale procedure. Hilco Streambank was retained to market and sell the Company's intellectual property assets.

## IP ASSETS AVAILABLE

### Trademarks

- 17 Registered United States Trademarks\*
- 11 Allowed United States Intent to Use Trademarks

### Domain Names

13 domain names including Premium Domain Name -- **DOTS.COM**

- Generic Single Word Domain Name.
- As the e-commerce website had close to 1 million visitors per month
- Can be bought separately from the Dots Trademarks and used for other unrelated businesses

### Customer File

- A customer file that contains approximately **6.9MM customer records**. Please contact us for more information

*\*See attached appendix for full schedule of registered trademarks*



## DILIGENCE & SALES PROCESS

- Online Data-site with detailed diligence information regarding the offerings will be provided upon execution of a **non-disclosure agreement**
- The IP Assets will be sold through a Bankruptcy Court approved sale process. Assets will be transferred subject to a Bankruptcy Court order granting buyers free and clear title to the purchased assets
- **Bid Deadline - May 6th, 2014 & Auction Date - May 8th, 2014**

### Interested parties should contact Hilco Streambank

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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.

## REGISTERED TRADEMARKS\*

Trademark	Registration Number	Description
DOTS	2568849	Class 35: Retail clothing store services.
DOTS	2948673	Class 3: Bath and body supplies / Cosmetics. Class 14: Jewelry. Class 18: Handbags, purses, etc. Class 25: Women's and children's clothing.
DOTS	4101870	Class 25: Shoes
	1502671	Class 42: Retail clothing store services.
	3569718	Class 35: Retail store services featuring clothing and accessories.
MKM	2051546	Class 25: Hosiery.
	1304293	Class 42: Retail clothing store services for men, women and children.
BOBBI GEE	1304292	Class 42: Retail clothing store services for men, women and children.
DOTS.COM	2768884	Class 35: Online retail services for clothing and accessories.
JOY TO THE GIRL	3163291	Class 35: Retail store services featuring a wide variety of consumer goods; retail apparel stores.
LOVE THE LOOKS. DOTS	3785217	Class 25: Women's and children's clothing. Class 35: Retail store services for clothing, jewelry, handbags and clothing accessories.
DOTS LOVE THE LOOKS. LOVE THE PRICES.	3729867	Class 35: Retail store services for clothing, jewelry, handbags and clothing accessories.
LADY D	4060777	Class 3: Perfume.
SEXY IN BLACK	3846251	Class 3: Face and body lotions. Perfume.
MY LOVE	4400375	Class 3: Perfume
BLOOM BY DOTS	4017263	Class 3: Perfume.
STYLES & BEATS	4043237	Class 41: Entertainment services, namely, conducting contests; Sweepstake services.
DOTS	TMA691638 Canada	(1) Bath and body supplies, cosmetics, etc. (2) Jewelry. (3) Handbags, purses, backpacks, etc. (4) Men's, women's and children's clothing.

\*Intent to Use Applications are not included in this schedule.