

Tab settings



Attached original documents or copy thereof

To the Honorable Commissioner of Patents

100948399

med 1-26-99

1. Name of conveying party(ies):

Service Merchandise Company, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- 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 4, 1999

2. Name and address of receiving party(ies):

Name: Service Merchandise Company No. 51 Inc.

Internal Address:

Street Address: 1508 Butterfield Road

City: Downers Grove State: IL ZIP: 60515

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- 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 registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,431,570
1,582,912
1,766,432

Additional numbers attached? Yes No

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

Name: Miles A. Zvi, Esq.

Internal Address: Seyfarth, Shaw, Fairweather & Geraldson

Street Address: 55 East Monroe Street Suite 4200

City: Chicago State: IL ZIP: 60603

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41): \$ 30.00

- 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

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01 FC:481 40.00 OP
01 FC:482 50.00 OP

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.

Miles A. Zvi
Name of Person Signing

Miles A. Zvi
Signature

1/26/99
Date

Total number of pages comprising cover sheet: 1

CLASS No. 0251-0211 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

REEL: 1843 FRAME: 0554

TRADEMARK ASSIGNMENT

WHEREAS, Service Merchandise Company, Inc. a Tennessee corporation, with its principal place of business at 7100 Service Merchandise Drive, Brentwood, Tennessee 37027, ("Assignor"), has adopted, owns and is using the service marks and corresponding U.S. registrations listed at Exhibit A (the "Marks") in connection with the services set forth at Exhibit A (the "Services"); and

WHEREAS, Service merchandise Company No. 51, Inc., an Illinois corporation with its principal place of business at 1508 Butterfield Road, Downers Grove, Illinois 60515 ("Assignee") desires to acquire the Marks and the goodwill appurtenant thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers the Marks and the registrations, together with the goodwill associated therewith, and all of Assignor's rights therein, to Assignee.

SERVICE MERCHANDISE COMPANY, INC.

Assignor
By: 

Date: 4/1/99

Name: James W. Elrod
Title: Assistant Secretary

EXHIBIT A

(1)

MARK: SERVICE MERCHANDISE and Design



REGISTRATION

NO.: 1,431,570

SERVICES: Retail department store and catalog mail order services

(2)

MARK: SERVICE MERCHANDISE

REGISTRATION

NO.: 1,582,912

SERVICES: Credit card services

(3)

MARK: AMERICA'S LEADING JEWELER

REGISTRATION

NO.: 1,766,432

SERVICES: Retail store and mail order services in the field of jewelry.