

01-29-1999



100953720

1-28-99

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

TC The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies)

Submission Type

- New
- Resubmission (Non Recordation)
- Document ID#
- Correction of PTO Error
- Reel #  Frame #
- Corrective Document
- Reel #  Frame #

Conveyance Type

- Assignment
- License
- Security Agreement
- Nunc Pro Tunc Assignment
- Merger
- Effective Date  
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date  
Month Day Year

Formerly

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/County

Zip Code

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other
- Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

01/28/1999 DNGUYEN 00000291 1984982  
01 FC:461 40.00 DP

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DC NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 1845 FRAME: 0219

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number **(816)474-6550**

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages** Enter the total number of pages of the attached conveyance document including any attachments.

**11**

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property.)

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75413783"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1984982"/>	<input type="text" value="675237"/>	<input type="text" value="1796964"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1135334"/>	<input type="text" value="1377133"/>	<input type="text" value="1842528"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="862713"/>	<input type="text" value="1344277"/>	<input type="text" value="1618172"/>

**Number of Properties**

Enter the total number of properties involved.

**#11**

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41):

**\$40.00**

Method of Payment: Enclosed  Deposit Account

Deposit Account

(enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

**#23-1925**

Authorization to charge additional fees:

Yes  No

**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. Charges to deposition account are authorized, as indicated herein.*

David S. Fleming

1/22/99

Name of Person Signing

Signature

Date Signed

**RECORDATION FORM COVER SHEET**  
**CONTINUATION**  
**TRADEMARKS ONLY**

**Conveying Party**

Mark if additional names of conveying parties attached

Enter Additional Conveying Party

Execution Date  
Month Day Year

Name

Formerly

- Individual     General Partnership     Limited Partnership     Corporation     Association
- Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Mark if additional names of receiving parties attached

Enter Additional Receiving Party

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

- |                                      |  |  |  |
|--------------------------------------|--|--|--|
| <input type="checkbox"/> Individual  | <input type="checkbox"/> General Partnership | <input type="checkbox"/> Limited Partnership | <input type="checkbox"/> If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached ( <i>Designation must be a separate document from Assignment.</i> ) |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Association         |  |  |

Other

Citizenship State of Incorporation/Organization

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

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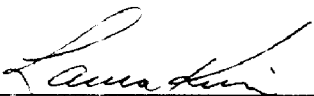
**EXHIBIT B**  
**FEDERAL TRADEMARK ASSIGNMENT**

WHEREAS, **HELZBERG'S DIAMOND SHOPS, INC.**, a corporation organized and existing under the laws of Missouri ("Helzberg's"), is the owner of the United States trademarks and applications/registrations shown on the attached list; and

WHEREAS, **COLUMBIA INSURANCE COMPANY**, a corporation organized and existing under the laws of Nebraska ("Columbia"), desires to acquire said United States trademarks and the applications/registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Helzberg's does hereby sell, assign, set over and transfer to Columbia the entire right, title and interest in and to each of said United States trademarks, together with the goodwill of the business associated therewith, and the applications/registrations therefor, effective June 27, 1998.

**HELZBERG'S DIAMOND SHOPS, INC.**

By:   
Laura Kirsner  
Vice President

STATE OF MISSOURI            )  
  ) ss.  
COUNTY OF CLAY            )

On this 25<sup>th</sup> day of June, 1998, before me, a Notary Public in and for the County aforesaid, personally appeared Laura Kirsner, personally known to me and known to me to be the person whose name is subscribed to the foregoing instrument, who stated that she was the Vice President of **HELZBERG'S DIAMOND SHOPS, INC.**, and that she had been duly authorized by the Board of Directors of said corporation to execute the foregoing instrument under said authority.

  
Notary Public

REBECCA R. GARCIA  
My Commission Expires  
Notary Public - Notary Seal  
STATE OF MISSOURI  
CLAY COUNTY  
MY COMMISSION EXP. APR. 18, 2002

U. S. FEDERAL TRADEMARKS

BRIDAL HEADQUARTERS	1,984,982
CIRCLE O' LOVE	675,237
DIAMOND SYMPHONIES	1,796,964
HELZBERG DIAMONDS	2,169,312
HELZBERG DIAMONDS DIAMONDS DIAMONDS (stylized)	1,135,334
HELZBERG LIMITED EDITION and design	1,377,133
IF IT COMES FROM THE HEART, SHOULDN'T IT COME FROM HELZBERG DIAMONDS	75/413 783
JEWELRY 3 and design	1,842,528
MINI DIAMONDS and design	862,713
THE CONTINENTAL DIAMOND COLLECTION	1,344,277
THERE IS NO COMPARISON	1,618,172