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Form PTO 1595 (Rev. 6-93) OMB No. 0651-0011 (exp. 4/94)

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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office Attorney Docket 4300-92

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Service Merchandise Company, Inc. 11.7.02 Additional name(s) of conveying party(ies) attached? [] Yes [x] No 3. Nature of conveyance: [x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: October 24, 2002

2. Name and address of receiving party(ies): Name: Samuel Aaron, Inc. Internal Address: Street Address: 31-00 47th Avenue City: Long Island City State/Country: New York Zip: 11101 Additional name(s) & address(es) attached? [] Yes [x] No

4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execution date of the application is: A. Patent Application No.(s) Serial No. 76/308,781

B. Patent No.(s) Registration No. 1,766,432 Registration No. 1,724,633 Registration No. 1,797,744 Additional numbers attached? [] Yes [x] No

FINANCE SECTION RECORDED 11-07-02 7:29 AM

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Edward M. Weisz Internal Address: Cohen, Pontani, Lieberman & Pavane Street Address: 551 Fifth Avenue, 12th Floor City: New York State: New York Zip: 10176

6. Total number of applications and patents involved: 4 total fee (37 CFR 3.41): \$115.00 [x] Enclosed [] Authorized to be charged to deposit account 8. Deposit account number: 03-2412 (Attach duplicate copy of this page if paying by deposit account)

11/13/2002 LMUELLER 00000290 76308781 01 FC:8521 40.00 02 FC:8522 75.00 02

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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.

Edward M. Weisz Name of Person Signing Reg. No. 37,257

Signature

November 7, 2002 Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to: Assistant Commissioner for Patents Washington, D.C. 20231

TRADEMARK REEL: 002615 FRAME: 0586

TRADEMARK ASSIGNMENT

In consideration of Ten Dollars (\$10.00) and other good and valuable consideration the receipt of which is hereby acknowledged, the undersigned, Service Merchandise Company, Inc., having its principal place of business at 7100 Service Merchandise Drive, Brentwood, TN 37027, hereby sells, assigns and transfers unto Samuel Aaron, Inc., a company having its principal place of business at 31-00 47th Avenue, Long Island City, New York 11101, its entire right, title and interest in and to U.S. trademark application Serial No. 76/308,781 for the mark ROYAL SYMPHONY DIAMOND; in and to U.S. trademark registration No. 1,766,432 for the mark AMERICA'S LEADING JEWELER; in and to U.S. trademark registration No. 1,724,633 for the mark ROYAL SYMPHONY COLLECTION; and in and to U.S. trademark registration No. 1,797,744 for the mark VIP; including the goodwill connected with the use of said trademarks, and the right to sue for past, present and future infringement of said trademarks.

SIGNED, this 24 day of October, 2002.

SERVICE MERCHANDISE COMPANY, INC.

By: [Signature]
Name: MICHAEL E. HOGREFE
Title: SVP + CFO

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