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2002 NOV 12 AM 10:20

11-19-2002



102285014

Attorney Docket No.: 4300-92

FINANCE SECTION  
TO THE COMMISSIONER OF PATENTS AND TRADEMARKS:

Please record the attached original documents or copy thereof.

11-12-02

1. Name of conveying party(ies):  
Service Merchandise Company, Inc.

Individuals(s)       Association  
 General Partnership     Limited Partnership  
 Corporation-State Tennessee  
 Other

2. Name and address of receiving party(ies):  
Name: **Samuel Aaron, Inc.**

Internal Address:

Street Address: **31-00 47th Avenue**

City: **Long Island City**

Country/State/Zip: **New York 11101**

Individual Citizenship \_\_\_  
 Association \_\_\_  
 General Partnership \_\_\_  
 Limited Partnership \_\_\_  
 Corporation-State Delaware  
 Other \_\_\_

Additional names and addresses attached?  yes  no

3. Nature of Conveyance  
 Assignment       Merger  
 Security Agreement     Change of Name  
 Other

Execution Date: November 12, 2002

4. Application number(s) or Trademark number(s):

A. Trademark Application No.(s)  
76/308,781

B. Trademark Registration No.(s):  
**1,766,432**  
**1,724,622**  
**1,797,744**

Additional numbers attached?  Yes  No

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

Name: Edward M. Weisz, Esq.

Internal Address: Cohen, Pontani, Lieberman & Pavane

Street Address: 551 Fifth Avenue, Suite 1210

City: New York      State: NY      ZIP: 10176

6. Total number of applications and trademarks involved:  
**[4]**

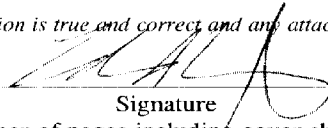
7. Total fee (37 C.F.R. 3.41).....\$ 115.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: 03-2412  
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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, Esq.  
Name of Person Signing  
Reg. No. 37,257

      November 12, 2002  
Signature      Date

Total number of pages including cover sheet, attachments and document **[2]**

OMB No. 0651-0011 (exp. 4/84)

do not detach this portion

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

Assistant Commissioner for Patents  
Box Assignments  
Washington, D.C. 20231

11/18/2002 6TDM11 00000202 76308781

01 FC:8521 40.00 OP  
02 FC:8522 75.00 OP

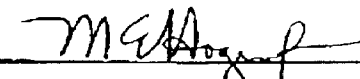
TRADEMARK  
REEL: 2618 FRAME: 0879

# 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. 1,724,622 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 12<sup>TH</sup> day of November, 2002.

SERVICE MERCHANDISE COMPANY, INC.

By:   
Name: MICHAEL E. HOGUE  
Title: SVP + CFO

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