

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Notice of Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Diamond Center, Inc.		06/16/2005	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	America's Credit Jewelers, Inc.		
Street Address:	3301 C Street, Suite 100E		
City:	Sacramento		
State/Country:	CALIFORNIA		
Postal Code:	95816		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2647544	AMERICA'S CREDIT JEWELER	
CORRESPONDENCE DATA			
Fax Number:	(310)203-0567		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 203-8080		
Email:	trademarkdocket@jmbm.com		
Correspondent Name:	Bernard R. Gans		
Address Line 1:	1900 Avenue of the Stars, 7th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90067-4308		
NAME OF SUBMITTER:	Bernard R. Gans		
Signature:	/bernard r gans/		
Date:	06/30/2005		
Total Attachments: 1 source=Notice of Assignment#page1.tif			


CH \$40.00 2647544

NOTICE OF ASSIGNMENT

America's Credit Jewelers, Inc., a Delaware corporation, pursuant to an Asset Purchase Agreement dated July 15, 2004, acquired all rights, title, and interests in the mark AMERICA'S CREDIT JEWELER, U.S. Trademark Reg. No. 2,647,544, and all associated goodwill from The Diamond Center, Inc.

America's Credit Jewelers, Inc.

Date: 6/16/05

By: 
Name: ANDY CARPIAC
Title: CEO