

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Certificate of Conversion	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
William Pitt, LLC		12/13/2004	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	William Pitt, LLC		
Doing Business As:	DBA Robbins Bros.		
Street Address:	5744 San Fernando Road		
City:	Glendale		
State/Country:	CALIFORNIA		
Postal Code:	91202		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Serial Number:	74430884	THE ENGAGEMENT RING STORE	
Serial Number:	73516521	CERTIFIED COLLECTION QUALITY	
Serial Number:	76031420	WORLD'S BIGGEST ENGAGEMENT RING STORE	
Serial Number:	76518524	ROBBINS BROS.	
Serial Number:	76521382	ROBBINS BROS. WORLD'S BIGGEST ENGAGEMENT RING STORE	
Serial Number:	76506631	ROBBINS BROS.	
Serial Number:	76509010	RB WORLD'S BIGGEST ENGAGEMENT RING STORE	
Serial Number:	76506633	WORLD CLASS WEDDINGS AT ROBBINS BROS.	
Serial Number:	78266591	WORLD CLASS WEDDINGS AT ROBBINS BROS.	
Serial Number:	78433554	WORLD CLASS WEDDINGS	
Serial Number:	78370517	ECHO	
Serial Number:	78370707	RECRUIT-A-PALOOZA	

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TRADEMARK
REEL: 003218 FRAME: 0514

Serial Number:	78441034	LOVE2
Serial Number:	78432014	GEMQUEST
Serial Number:	78491883	SKIP AND STEVE'S WORLD'S BIGGEST ENGAGEMENT RING STORE

CORRESPONDENCE DATA

Fax Number: (714)708-8565
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 714-708-8555
 Email: mailroom@bskb.com
 Correspondent Name: Birch, Stewart, Kolasch & Birch, LLP
 Address Line 1: P.O. Box 747
 Address Line 4: Falls Church, VIRGINIA 22040-0747

ATTORNEY DOCKET NUMBER:	L7576-01038L
NAME OF SUBMITTER:	Thomas M. Small
Signature:	/thomas m. small/
Date:	12/29/2005

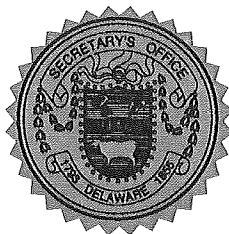
Total Attachments: 3
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Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF "WILLIAM PITT, LLC", FILED IN THIS OFFICE ON THE THIRTEENTH DAY OF DECEMBER, A.D. 2004, AT 1 O'CLOCK P.M.



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Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4323220

DATE: 11-28-05

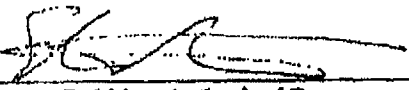
TRADEMARK

REEL: 003218 FRAME: 0516

**CERTIFICATE OF FORMATION
OF
WILLIAM PITT, LLC**

1. The name of the limited liability company is William Pitt, LLC.
2. The address of its registered office in the State of Delaware is 9 E. Loockerman Street, Suite 1B, in the City of Dover, County of Kent. The name of the registered agent at such address is National Registered Agents, Inc.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation of William Pitt, LLC this 13th day of December, 2004.


Stephen Robbins, Authorized Person

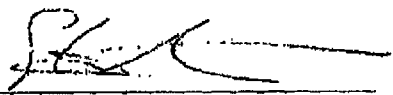
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**CERTIFICATE OF CONVERSION
FROM A FOREIGN LIMITED LIABILITY COMPANY TO
A DELAWARE LIMITED LIABILITY COMPANY
PURSUANT TO SECTION 18-214
OF THE DELAWARE LIMITED LIABILITY COMPANY LAW**

This Certificate of Conversion from a Foreign Limited Liability Company to a Delaware Limited Liability Company Pursuant to Section 18-214 of the Delaware Limited Liability Company Law (the "Certificate of Conversion"), is being duly executed and filed by Stephen Robbins, as an authorized person, in connection with the conversion of William Pitt, LLC, a California limited liability company (the "Converting Limited Liability Company") into a Delaware limited liability company known as William Pitt, LLC (the "Converted Limited Liability Company").

1. The jurisdiction where the Converting Limited Liability Company was first formed is California.
2. The jurisdiction immediately prior to filing this Certificate of Conversion is California.
3. The date the Converting Limited Liability Company was first formed was June 19, 1959.
4. The name of the Converting Limited Liability Company immediately prior to this Certificate of Conversion is William Pitt, LLC.
5. The name of the Converted Limited Liability Company, as set forth in the Certificate of Formation which is being filed concurrently herewith, is William Pitt, LLC.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion as of the 13th day of December, 2004.



Stephen Robbins,
Authorized Person

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