

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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|----------------------------------|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Crescent Jewelers, Inc. | | 07/24/2006 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Crescent Jewelers | | |
| Street Address: | 1101 Marina Village Parkway | | |
| Internal Address: | Suite 101 | | |
| City: | Alameda | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94501 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2125567 | FOUR-STAR | |
| Registration Number: | 2123751 | THREE STAR DIAMONDS | |
| Registration Number: | 2123750 | FIVE STAR DIAMONDS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (804)344-7999 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 804-788-8523 | | |
| Email: | HWRITM@hunton.com | | |
| Correspondent Name: | Edward T. White | | |
| Address Line 1: | 951 East Byrd Street | | |
| Address Line 2: | Riverfront Plaza-East Tower | | |
| Address Line 4: | Richmond, VIRGINIA 23219-4074 | | |
| ATTORNEY DOCKET NUMBER: | 64536.000011 | | |
| NAME OF SUBMITTER: | Edward White | | |

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| | |
|--|----------------|
| Signature: | /Edward White/ |
| Date: | 07/24/2006 |
| Total Attachments: 4 source=Crescent Jewelers Assignment#page1.tif source=Crescent Jewelers Assignment#page2.tif source=Crescent Jewelers Assignment#page3.tif source=Crescent Jewelers Assignment#page4.tif | |

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement, dated July 24, 2006, is entered into by and between Crescent Jewelers Inc., a Delaware corporation ("Assignor"), and Crescent Jewelers, a California corporation ("Assignee").

WHEREAS, Assignor owns the trademark registrations listed on the attached Schedule A, and all common law rights associated therewith, together with all goodwill arising from the use of and symbolized by said trademarks (the "Trademarks"); and

WHEREAS, Assignor desires to sell, assign, transfer, convey and deliver to Assignee, and Assignee desires to purchase and acquire from Assignor, all of Assignor's right, title and interest in and to the Trademarks.

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer, convey and deliver to Assignee, and Assignee purchases and acquires from Assignor, all of Assignor's right, title and interest in and to the Trademarks, the goodwill of the business symbolized by the Trademarks, all rights to sue, counterclaim, and to collect damages and payments for claims of past, present, and future infringements, unfair competition or misappropriations thereof, and all income, royalties, damages and payments now or hereafter due or payable with respect thereto, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives.

Assignor hereby agrees to execute upon the request of Assignee, at Assignee's expense, such additional documents as are necessary to register and otherwise give full effect to the rights of Assignee under this Trademark Assignment in and to the Trademarks worldwide, including all documents necessary to record in the name of Assignee the assignment of any of the Trademarks with the United States Patent and Trademark Office and, with respect to any equivalent foreign rights, with any other appropriate foreign or international office or registrar.

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment on the date first written above.

ASSIGNOR:

CRESCENT JEWELERS INC.,
a Delaware corporation

By:


Name: Steven Maginnis
Title: Chief Executive Officer

State of California)
) ss
County of Alameda)

On July 24, 2006 before me THOMAS L. STOEBER, personally appeared Steven Maginnis, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

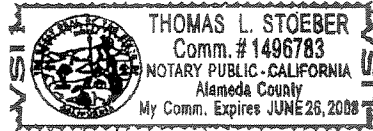
Witness my hand and official seal.

Signature:



Name:

THOMAS L. STOEBER



ASSIGNEE:


CRESCENT JEWELERS,
a California corporation

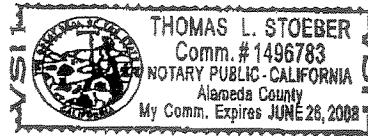
By: 
Name: Steven Maginnis
Title: Chief Executive Officer

State of California)
) ss
County of Alameda)

On July 24, 2006 before me THOMAS L. STOEBER, personally appeared Steven Maginnis, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Signature: 
Name: THOMAS L. STOEBER



SCHEDULE A TO TRADEMARK ASSIGNMENT

| Trademark | Registrant/Application | Registration Number | Serial Number / Filing Date |
|-------------------------------------|------------------------|---------------------|-----------------------------|
| Four-Star [Typed Drawing] | Crescent Jewelers Inc. | 2125567 | 75-219758 - 12/30/1996 |
| Three Star Diamonds [Typed Drawing] | Crescent Jewelers Inc. | 2123751 | 75-219255 - 12/30/1996 |
| Five Star Diamonds [Typed Drawing] | Crescent Jewelers Inc. | 2123750 | 75-219254 - 12/30/1996 |

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