

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Robert W. Johnson, Inc.		09/29/2006	CORPORATION: OHIO

RECEIVING PARTY DATA	
Name:	Stone Acquisition, LLC
Street Address:	191 W. Nationwide Blvd.
City:	Columbus
State/Country:	OHIO
Postal Code:	43215
Entity Type:	LIMITED LIABILITY COMPANY: OHIO

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	1982251	DIAMOND CELLAR
Serial Number:	76378316	NUVOLA
Registration Number:	3069432	DIAMOND CELLAR PRIVATE RESERVE
Registration Number:	2655735	DC
Registration Number:	2287652	DC THE JOHNSON FAMILY'S DIAMOND CELLAR
Registration Number:	2668026	DIAMOND CELLAR
Serial Number:	78645423	LUXURY AND VALUE IN HARMONY
Serial Number:	73377305	THE JOHNSON FAMILY'S DIAMOND CELLAR

CORRESPONDENCE DATA	
Fax Number:	(614)228-4887
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	614-462-1081
Email:	hbowman@szd.com
Correspondent Name:	Heidi Bowman
Address Line 1:	250West Street, Suite 200

OP \$215.00 1982251

Address Line 4: Columbus, OHIO 43215

ATTORNEY DOCKET NUMBER: 817725-005

NAME OF SUBMITTER: R. Andrew Johnson

Signature: /R. Andrew Johnson/

Date: 10/06/2006

Total Attachments: 4
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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (the "Assignment") is made and entered into as of this 29th day of September, 2006, by and between Robert W. Johnson, Inc., an Ohio corporation ("Assignor"), and Stone Acquisition, LLC, an Ohio limited liability company ("Assignee").

WHEREAS, Assignor desires to assign to Assignee all of Assignor's right, title and interest in and to the registered marks, registered trade names and the common law marks listed on Exhibit A, including the goodwill associated therewith (collectively, the "Marks"); and

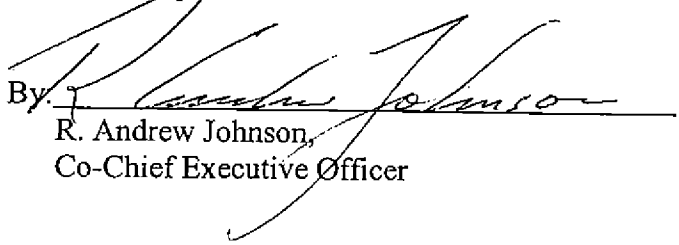
WHEREAS, Assignee desires to acquire the Marks, including the goodwill associated therewith and any registrations therefore.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all of Assignor's right, title and interest in and to the Marks, including any registrations therefore, and the goodwill symbolized by and associated with the business conducted under the Marks.

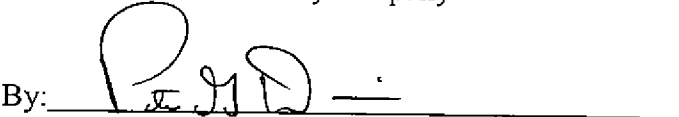
Assignor agrees to execute all documents and to perform such other acts as Assignee may deem necessary to secure to Assignee or to its designee the rights herein assigned.

IN WITNESS WHEREOF, the undersigned have executed this Assignment as of the date first set forth above.

ROBERT W. JOHNSON, INC.,
an Ohio corporation

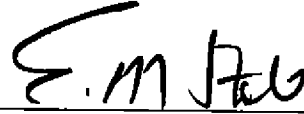
By: 
R. Andrew Johnson,
Co-Chief Executive Officer

STONE ACQUISITION, LLC,
an Ohio limited liability company

By: 
Peter G. Davies, Manager

STATE OF OHIO)
) SS:
COUNTY OF FRANKLIN)

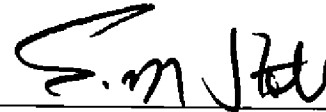
The foregoing instrument was acknowledged before me this 21st day of September, 2006 by R. Andrew Johnson, the Co-Chief Executive Officer of Robert W. Johnson, Inc., an Ohio corporation, on behalf of the corporation.



Notary Public
Print Name: ERIC M. STOLLER

STATE OF OHIO)
) SS:
COUNTY OF FRANKLIN)

The foregoing instrument was acknowledged before me this 29th day of September, 2006 by Peter G. Davies, the President/Secretary/Treasurer of Stone Acquisition, LLC, an Ohio limited liability company, on behalf of the company.



Notary Public
Print Name: ERIC M. STOLLER



ERIC MICHAEL STOLLER
Attorney at Law
Notary Public, State of Ohio
My Commission Has No Expiration
Section 147.03 R.C.

EXHIBIT A

FEDERAL TRADEMARKS

<u>Mark</u>	<u>Serial No.</u>	<u>Registration No.</u>	<u>Registration Date</u>
LUXURY AND VALUE IN HARMONY	78/645,423	N/A	
DIAMOND CELLAR PRIVATE RESERVE	78/529,038	3,069,432	03/14/06
NUVOLA	76/378,316	2,683,169	02/04/03
DIAMOND CELLAR	76/199,207	2,668,026	12/31/02
DIAMOND CELLAR & Design	76/199,206	2,655,735	12/03/02
DC THE JOHNSON FAMILY'S	75/523,449	2,287,652	10/19/99
DIAMOND CELLAR & Design			
DIAMOND CELLAR & Design	74/658,027	1,982,251	06/25/96

STATE TRADE NAMES, TRADEMARKS & SERVICE MARKS

<u>Trade Name</u>	<u>Registration No.</u>	<u>Original Filing Date</u>	<u>Latest Renewal</u>
THE JOHNSON FAMILY'S DIAMOND CELLAR	1148602	04/10/00	11/17/04
W*A*T*C*H*E*S, THE DIAMOND CELLAR'S WATCH STORE	1148603	04/10/00	01/28/05
THE DIAMOND CELLAR'S WATCH STORE	RN192828	10/15/94	01/28/05
W A T C H E S	RN192827	10/05/94	06/22/04
THE DIAMOND SELLER	RN164998	12/01/92	09/16/02
THE DIAMOND CELLAR	RN25696	04/08/69	01/28/05

<u>Trademark</u>	<u>Registration No.</u>	<u>Original Filing Date</u>	<u>Latest Renewal</u>
"WATCHES" LETTERS SEPARATED BY PIN POINT & BELOW "THE DIAMOND CELLAR'S WATCH STORE" W/DISCLAIMER	1508315	12/08/04	

<u>Service Mark</u>	<u>Registration No.</u>	<u>Original Filing Date</u>	<u>Latest Renewal</u>
“WATCHES” LETTERS SEPARATED BY PIN POINT & BELOW “THE DIAMOND CELLAR’S WATCH STORE” W/ DISCLAIMER	1508316	12/08/04	