



Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)

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DEPARTMENT OF COMMERCE
Patent and Trademark Office

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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

FINANCE SECTION

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1.191.1

1. Name of conveying party(ies):

New K's Merchandise LLC

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other LLC
- Association
- Limited Partnership

Citizenship (see guidelines) Delaware/United States

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) January 15, 2007

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: E. Ryan Jewelers LLC

Internal Address: _____
Address: _____

Street Address: 860 Wildwood Drive

City: Mt. Zion

State: Illinois

Country: United States Zip: 62549

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other LLC

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,181,830

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Eldridge Fine Jewelry (filing date November 22, 1996)

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

Name: E. Ryan Jewelers LLC

Internal Address: _____

Street Address: 860 Wildwood Drive

City: Mt. Zion

State: Illinois Zip: 62549

Phone Number: _____

Fax Number: _____

Email Address: _____

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____ Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

40.00 BP
0000097 2181830
1/19/2007

9. Signature: Mitchell H. Cohen

Signature

Date

Mitchell H. Cohen, Secretary, New K's Merchandise, LLC

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

01/19/2007
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ASSIGNMENT OF TRADEMARK

For Valuable Consideration, the receipt and sufficiency of which is hereby acknowledged, New K's Merchandise LLC, a Delaware limited liability company with its principal office located at 3103 N. Charles Street, Decatur, Illinois 62526 ("Assignor") assigns to E. Ryan Jewelers LLC, an Illinois limited liability company with its principal address at 860 Wildwood Drive, Mt. Zion, Illinois 62549, and its successors and assigns, all the Assignor's right, title and interests in and to the tradename "Eldridge Fine Jewelry," together with any logos, art work or design used by Assignor in connection with the name and together with the goodwill of the business symbolized by such trademark and the application for registration of the mark.

The Commissioner of Patents and Trademarks is requested to issue the certificate of registration to such assignee.

Dated January 15, 2008.7

NEW K'S MERCHANDISE LLC

BY:

Mitchell H. Cohen

Name: Mitchell H. Cohen

Title: Secretary