

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | RELEASE BY SECURED PARTY |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---|----------|----------------|--------------|
| LaSalle Retail Finance, a Division of LaSalle Business Credit LLC as Agent of LaSalle Bank Midwest National Association | | 01/25/2008 | CORPORATION: |

RECEIVING PARTY DATA

| | |
|------------------------|----------------------|
| Name: | Reeds Jewelers, Inc. |
| Street Address: | P.O. Box 2229 |
| City: | Wilmington |
| State/Country: | NORTH CAROLINA |
| Postal Code: | 28402 |
| Entity Type: | CORPORATION: |

PROPERTY NUMBERS Total: 10

| Property Type | Number | Word Mark |
|----------------------|----------|------------------|
| Registration Number: | 2983036 | REEDS JEWELERS |
| Registration Number: | 3000955 | REEDS JEWELERS |
| Registration Number: | 1123222 | REED'S |
| Registration Number: | 2723647 | SIMPLY BEAUTIFUL |
| Serial Number: | 78816066 | PREMIERE |
| Registration Number: | 2837959 | LIFE STORY |
| Registration Number: | 1470615 | CABERNET |
| Registration Number: | 2124008 | A J R |
| Registration Number: | 1607421 | MILLS |
| Registration Number: | 1444544 | REEDS |

CORRESPONDENCE DATA

OP \$265.00 2983036

Fax Number: (617)574-4112
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 617-482-1776
Email: mrogers@goulstonstorrs.com
Correspondent Name: Mary Ellen Welch Rogers
Address Line 1: 400 Atlantic Avenue
Address Line 4: Boston, MASSACHUSETTS 02110-3333

| | |
|-------------------------|-----------------------------|
| ATTORNEY DOCKET NUMBER: | 12308.0007/1407 |
| NAME OF SUBMITTER: | Mary Ellen Welch Rogers |
| Signature: | /s/ Mary Ellen Welch Rogers |
| Date: | 01/28/2008 |

Total Attachments: 3
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NOTICE OF RELEASE OF
SECURITY INTEREST IN TRADEMARKS

WHEREAS, pursuant to various loan and security agreements, including, without limitation, an Intellectual Property Security Agreement dated as of April 16, 2004 (the "2004 IP Security Agreement") between and among Reeds Jewelers, Inc. ("Reeds"), and the other persons identified therein as grantors (the "Other Grantors") and LaSalle Retail Finance, a Division of LaSalle Business Credit LLC as Agent of LaSalle Bank Midwest National Association (formerly known as Standard Federal Bank National Association) ("Assignee") (with the 2004 IP Security Agreement and such other loan and security agreements, collectively, the "Security Agreements") between Reeds and the other persons identified therein as grantors (with the Other Grantors, collectively, the "Assignors"), the Assignors granted to the Assignee security interests in certain of the Assignors' then-existing and after-acquired personal property assets, including without limitation, the trademarks and all other rights in and to the trademarks identified in Exhibit A attached hereto (the "Trademarks");

WHEREAS, the Assignee recorded in the United States Patent and Trademark Office ("USPTO") notices of conveyances of the security interests in the Trademarks as follows:

| Conveyance | Execution of Conveyance Date | Reel/Frame | Date Recorded |
|--------------------|------------------------------|------------|---------------|
| Security Agreement | 04/16/2004 | 2868/0103 | 05/20/2004 |

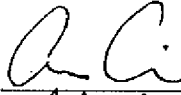
WHEREAS, Assignee wishes to provide a document suitable for recording in the United States Patent and Trademark Office for purposes of recording the release, relinquishment and discharge of its security interest in the Trademarks,

NOW, THEREFORE, in consideration of the premises contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignee hereby (a) relinquishes releases and discharges its security interests in the Trademarks subject to the Security Agreements, including, without limitation, the Trademarks identified in Exhibit A attached hereto, (b) acknowledges and authorizes the recording hereof at USPTO, and (c) agrees to deliver any further releases or termination statements as may be reasonably necessary to effect the termination and release contemplated hereby.

[Signatures appear on following page]

IN WITNESS WHEREOF, this Notice of Release of Security Interest in Trademarks has been duly executed as an instrument under seal as of January 25, 2008.

LaSalle Retail Finance, a division of LaSalle
Business Credit LLC as Agent for LaSalle
Bank Midwest National Association

By: 
Name: *Andrew Ceruzzi*
Title: *Vice President*

Signature of Bank of America, N.A. to Notice of Release of Security Interest in Trademark

TRADEMARK
REEL: 003704 FRAME: 0995

EXHIBIT A

| <i>Mark</i> | <i>Registration #</i> | <i>Registration Date</i> |
|------------------|--------------------------|--------------------------|
| REEDS JEWELERS | 2,983,036 | 08/09/2005 |
| REEDS JEWELERS | 3,000,955 | 09/27/2005 |
| REED'S | 1,123,222 | 07/31/1979 |
| SIMPLY BEAUTIFUL | 2,723,647 | 03/18/2003 |
| PREMIERE | 78816066 (Serial No.) | Not yet issued |
| LIFE STOREY | 2,837,959 | 05/04/2004 |
| CABERNET | 1,470,615 | 12/29/1987 |
| AJR | 2,124,008 | 12/23/1997 |
| MILLS | 1,607,421 | 07/24/1990 |
| REEDS | 1,444,544 | 06/23/1987 |

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