

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
Sterling Inc.		04/16/2009	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Sterling Jewelers Inc.		
Street Address:	375 Ghent Road		
City:	Akron		
State/Country:	OHIO		
Postal Code:	44333		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1546874	BELDEN	
CORRESPONDENCE DATA			
Fax Number:	(330)864-7986		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	330-864-5550		
Email:	trademarks@hahnlaw.com		
Correspondent Name:	John J. Cunniff		
Address Line 1:	One GOJO Plaza		
Address Line 2:	Suite 300		
Address Line 4:	Akron, OHIO 44311-1076		
ATTORNEY DOCKET NUMBER:	202476.00038		
NAME OF SUBMITTER:	John J. Cunniff		
Signature:	/John J. Cunniff/		
Date:	04/21/2009		

CH \$40.00 1546874

Total Attachments: 1
source=Executed Assignment#page1.tif

Trademark Assignment

This Trademark Assignment, is entered into by and between Sterling Inc., an Ohio Corporation, with its principal place of business at 375 Ghent Road, Akron, Ohio 44333 ("Assignor"), and Sterling Jewelers Inc., an Ohio corporation having a principal place of business at 375 Ghent Road, Akron, Ohio 44333 ("Assignee");

WHEREAS, Assignor has adopted, owns, is using, or has the intent to use the trademark BELDEN ("the Trademark"), and in addition to any state or common-law rights in the Trademark, owns federal Trademark Registration No. 1,546,874, issued July 4, 1989, for the Trademark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein;

WHEREAS, Assignee desires to acquire the entire right, title and interest in the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the above-identified registration application as part of the entire portion of the business to which the mark pertains as required by 15 U.S.C. § 1060, together with the goodwill of the business symbolized by the Trademark, and any state or common-law rights in the Trademark.

Sterling Inc.

By: [Signature]

Name: GEORGE S. FRANKOVICH

Title: VP & SECRETARY

Date: 04-16-09

Sterling Jewelers Inc.

By: [Signature]

Name: GEORGE S. FRANKOVICH

Title: VP & SECRETARY

Date: 04-16-09

Dated effective as of:

SUBSCRIBED and SWORN to before me this 16th day of April, 2009.

Notary Public [Signature]

My Commission Expires: 08/21/12



AUBREY F JOHANNUNG
Notary Public, State of Ohio
My Commission Expires 08-21-2012

RECORDED: 04/21/2009

TRADEMARK
REEL: 003973 FRAME: 0769