

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
Robbins Bros. Corporation		05/20/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Robbins Bros. Jewelry, Inc.
Street Address:	1300 West Optical Drive
Internal Address:	Suite 200
City:	Azusa
State/Country:	CALIFORNIA
Postal Code:	91702
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 24

Property Type	Number	Word Mark
Registration Number:	2237873	THE ENGAGEMENT RING STORE
Registration Number:	2689729	WORLD'S BIGGEST ENGAGEMENT RING STORE
Registration Number:	3263871	ROBBINS BROS.
Registration Number:	2999592	RB WORLD'S BIGGEST ENGAGEMENT RING STORE
Registration Number:	2907663	WORLD CLASS WEDDINGS AT ROBBINS BROS.
Registration Number:	3315057	ROBBINS BROS. WORLD'S BIGGEST ENGAGEMENT RING STORE
Serial Number:	77045148	ENGAGEMENT DREAMS
Serial Number:	77047222	SOLANA
Serial Number:	77050303	PERFECT PROPOSALS
Registration Number:	3444058	PERFECT PROPOSALS
Registration Number:	3248687	WORLD CLASS WEDDINGS AT ROBBINS BROS.
Registration Number:	3021907	RECRUIT-A-PALOOZA
Registration Number:	3496972	GEMQUEST

CH \$615.00 2237873

Registration Number:	3049149	LOVE2
Serial Number:	77582388	THE ENGAGEMENT RING EXPERTS
Serial Number:	77153003	RANDOM ACTS OF ROMANCE
Serial Number:	77219409	WATER GIVING WATER
Serial Number:	77297753	CHIEF ENGAGEMENT OFFICER
Serial Number:	77299634	MSID
Serial Number:	77323754	BIGGER. BRIGHTER. PATENTED. PROVEN.
Serial Number:	77337471	AL SMITH'S DIAMOND
Serial Number:	77337445	MR. SMITH'S INCREDIBLE DIAMOND
Serial Number:	77186948	BELLA LUNA
Serial Number:	77516900	ROBBINS BROS. ONE LOVE. ONE RING.

CORRESPONDENCE DATA

Fax Number: (303)572-6540
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 303-572-6500
Email: strongg@gtlaw.com
Correspondent Name: Gayle L. Strong
Address Line 1: 1200 17th Street
Address Line 2: Suite 2400
Address Line 4: Denver, COLORADO 80202

ATTORNEY DOCKET NUMBER:	077008.015200
NAME OF SUBMITTER:	Gayle L. Strong
Signature:	/Gayle L. Strong/
Date:	05/21/2009

Total Attachments: 14

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ASSIGNMENT OF INTANGIBLE PROPERTY

Robbins Bros. Corporation, a Delaware corporation and Chapter 11 Debtor and Debtor in Possession under Case No. 09-10708 (PJW) in the Bankruptcy Court (the “Assignor”) is executing this Assignment of Intangible Property (the “Assignment”) in favor of Robbins Bros. Jewelry, Inc., a Delaware corporation (the “Assignee”), with respect to the following facts and circumstances:

(A) Assignor and Assignee have heretofore entered into that certain Asset Purchase Agreement dated as of March 3, 2009, as amended (the “Purchase Agreement”). Except for terms specifically defined in this Assignment, the capitalized terms used in this Assignment shall have the same meanings as such terms when used in the Purchase Agreement.

(B) Concurrently with the execution and delivery of this Assignment, Assignor and Assignee are consummating the transactions contemplated by the Purchase Agreement. Pursuant to the Purchase Agreement, Assignor is required to execute and deliver this Assignment at the Closing.

NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which Assignor hereby expressly acknowledges, Assignor hereby assigns, conveys, transfers and sets over unto Assignee, all of its right, title and interest, if any, in and to all Intangible Property, including, but not limited to, goodwill and the intellectual property set forth on Schedule A hereto, together with Assignor’s rights to police, monitor and enforce any mark included in such intellectual property against any and all past, present and/or future infringements to establish use, ownership and/or registration thereof. This Assignment shall inure to the benefit of, and be binding upon, the successors, executors, administrators, legal representatives and assigns of Assignor and Assignee.

Notwithstanding anything to the contrary herein, Assignor is executing and delivering this Assignment in accordance with and subject to all of the terms and provisions of the Purchase Agreement (including, without limitation, the acknowledgement and disclaimer set forth in Section 7 of the Purchase Agreement).

Seller covenants and agrees to execute and deliver further instruments of transfer and assignment and take such other action as Buyer may reasonably request to more effectively transfer and assign to and vest in Buyer the Intangible Property; *provided* that nothing herein shall be deemed to require Seller to execute or deliver any such further document or instrument or take any such action to the extent that the same could in any material way increase the burdens, obligations or liabilities otherwise imposed upon Seller by this Assignment or the Purchase Agreement.

This Assignment shall be governed by and construed and enforced in accordance with the laws of the State of Delaware.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the 20th day of May, 2009.

ASSIGNOR:

Robbins Bros. Corporation,
a Delaware corporation,
Debtor and Debtor in Possession

By: Bruce L. Ross
Name: Bruce L. Ross
Its: C.F.O.

ASSIGNEE:

Robbins Bros. Jewelry, Inc.,
a Delaware corporation

By: _____
Name: _____
Its: _____

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the 20th day of May, 2009.

ASSIGNOR:

Robbins Bros. Corporation,
a Delaware corporation,
Debtor and Debtor in Possession

By: _____
Name: _____
Its: _____


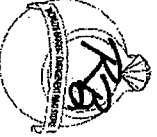
ASSIGNEE:

Robbins Bros. Jewelry, Inc.,
a Delaware corporation


By: Y. C. Anus
Name: _____
Its: _____

[SIGNATURE PAGE TO ASSIGNMENT OF INTANGIBLE PROPERTY]

SCHEDULE A TO ASSIGNMENT OF INTANGIBLE PROPERTY

Mark	Goods/Services	Proper Symbol	Int'l. Class	Serial No. Use/ITU	Filing Date	Registra- tion No.	Registra- tion Date
CERTIFIED COLLECTION QUALITY	CUT, UNMOUNTED DIAMONDS	®	IC 014.	73516521	1/7/1985	CANCEL-LED 1,379,822	1/21/1986
THE ENGAGEMENT RING STORE®	RETAIL JEWELRY STORE SERVICES	®	IC 042	74430884	9/1/1993	2,237,873	4/13/1999
THE WORLD'S BIGGEST ENGAGEMENT RING STORE®	RETAIL JEWELRY STORE SERVICES	®	IC 035	76031420	4/21/2000	2,689,729	2/25/2003
ROBBINS BROS. and design 	RETAIL JEWELRY STORE SERVICES	®	IC 035	76506631	4/16/2003	3,263,871	07/17/2007
*** RB WORLD'S BIGGEST ENGAGEMENT RING STORE® and design 	RETAIL JEWELRY STORE SERVICES	®	IC 035	76509010	4/23/2003	2,999,592	9/27/2005
WORLD CLASS WEDDINGS AT ROBBINS BROS.®	WEDDING PLANNING SERVICES	®	IC 041	76506633	4/16/2003	2,907,663	12/7/2004

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Mark	Goods/Services	Proper Symbol	Int'l Class	Serial No. Use/ITU	Filing Date	Registration No.	Registration Date
ROBBINS BROS. ***	RETAIL JEWELRY STORE SERVICES	TM	IC 035	76518524	6/2/2003	n/a	n/a
ROBBINS BROS. WORLD'S BIGGEST ENGAGEMENT RING STORE and design ***	RETAIL JEWELRY STORE SERVICES	®	IC 035	76521382	6/9/2003	3,315,057	10/23/2007
							
THE ENGAGEMENT RING PEOPLE	RETAIL JEWELRY STORES	TM	IC 035	77000052	9/14/2006	N/A	N/A
ENGAGEMENT DREAMS	RETAIL JEWELRY STORES	TM	IC 035	77045148 ITU	11/22/2006	N/A	December 25, 2007/A
SOLANA®	JEWELRY	®	IC 014.	77047222	11/18/2006	3,358,488	December 25, 2007
ENCHANTE	JEWELRY	TM	IC 014	77047224	11/18/2006	N/A	N/A
VIVANT	JEWELRY	TM	IC 014	77047225	11/18/2006	N/A	N/A
ECHO	DIAMONDS AND DIAMOND	TM	IC 014	77048317	11/20/2006	N/A	N/A

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Mark	Goods/Services	Proper Symbol	Int'l. Class	Serial No. Use/ITU	Filing Date	Registration No.	Registration Date
VIVANT THE 18KT CONTEMPORARY COLLECTION and design VIVANT <small>THE 18KT CONTEMPORARY COLLECTION</small>	JEWELRY SOLD ONLY IN APPLICANT'S RETAIL JEWELRY STORES	™	IC 014	77048954	11/21/2006	N/A	N/A
PERFECT PROPOSALS	RETAIL JEWELRY STORES	™	IC 035	77050303 ITU	11/22/2006	N/A	N/A
PERFECT PROPOSALS®	ENGAGEMENT PLANNING AND ENGAGEMENT RING SELECTION SERVICES	®	IC 035	77198312 ITU	11/05/2007	3,444,058	06/10/2008
WORLD CLASS WEDDINGS AT ROBBINS BROS. and design ® WORLD & CLASS WEDDINGS <i>at Robbins Bros.</i> ***	WEDDING PLANNING SERVICES	®	IC 041	78266591	6/24/2003	3,248,687	5/29/07

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Mark	Goods/Services	Proper Symbol	Int'l Class	Serial No. Use/ITU	Filing Date	Registration No.	Registration Date
ECHO	DIAMONDS AND DIAMOND JEWELRY SOLD ONLY IN APPLICANT'S RETAIL DIAMOND JEWELRY STORES	™	IC 014	78370517	2/19/2004	N/A	N/A
ECHO							
RECRUIT-A-PALOOZA®	ORGANIZING AND CONDUCTING JOB FAIRS	®	IC 035	78370707	2/19/2004	3,021,907	11/29/2005
RECRUIT-A-PALOOZA							
GEMQUEST®	CLASS 16: PRINTED MATERIALS, NAMELY, PRINTED DISPLAYS FEATURING INFORMATION ABOUT A SELLING SYSTEMS FOR IDENTIFYING, VALUING,	®	IC 016, and 035	78432014 ITU	6/8/2004	3,496,972	September 2, 2008

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Mark	Goods/Services	Proper Symbol	Int'l Class	Serial No. Use/IDE	Filing Date	Registration No.	Registration Date
	EVALUATING AND PURCHASING DIAMONDS AND DIAMOND JEWELRY						
	CLASS 35: CONSULTING IN THE FIELD OF PROVIDING INFORMATION REGARDING PURCHASING OF DIAMONDS AND DIAMOND JEWELRY						
LOVE ² (stylized format) ®	DIAMOND ENGAGEMENT RINGS AND JEWELRY FEATURING DIAMONDS	®	IC 014	78441034	6/24/2004	3,049,149	1/24/2006
LOVE ²							
SKIP AND STEVE'S WORLD'S BIGGEST ENGAGEMENT RING STORE	RETAIL JEWELRY STORE SERVICES	™	IC 035	78491883	9/29/2004	N/A	N/A

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Mark	Goods/Services	Proper Symbol	Int'l Class	Serial No. Use/ITU	Filing Date	Registration No	Registration Date
CERTIFIED COLLECTION QUALITY	CUT, UNMOUNTED DIAMONDS	TM	IC 014	78815951	2/15/2006	N/A	N/A
PREZIA	JEWELRY	TM	IC 014	78860436 ITU	4/12/2006	N/A	N/A
THE ENGAGEMENT RING EXPERTS	RETAIL JEWELRY STORES	TM	IC 035	78932380	7/18/2006	N/A	N/A
THE ENGAGEMENT RING EXPERTS	RETAIL JEWELRY STORES	TM	IC 35	77359443 ITU	12/26/2007	n/a	n/a
THE ENGAGEMENT RING EXPERTS	RETAIL JEWELRY STORES	TM	IC 35	77582388 ITU	09/30/2008	n/a	n/a
RANDOM ACTS OF ROMANCE	DIAMOND ENGAGEMENT RINGS; JEWELRY FEATURING DIAMONDS; JEWELRY RETAIL JEWELRY	TM	IC 014, 035	77153003 ITU	4/10/2007	N/A	N/A

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Mark	Goods/Services	Proper Symbol	Int'l Class	Serial No. Use/ITU	Filing Date	Registration No.	Registration Date
	STORES						
WATER GIVING WATER FROM ROBBINS BROS.	BOTTLED WATER	™	IC 032	77219417 ITU	06/29/2007	n/a	n/a
WATER GIVING WATER®	BOTTLED WATER	®	IC 032	77219409 ITU	06/29/2007	3493597	8/26/08
LUVINITY	CUT DIAMONDS	™	IC 14	77222489 ITU	07/05/2007	n/a	n/a

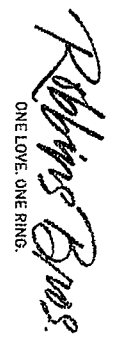
SCHEDULE A TO ASSIGNMENT OF INTANGIBLE PROPERTY

Mark	Goods/Services	Proper Symbol	Int'l Class	Serial No Use/ITU	Filing Date	Registration No.	Registration Date
CHIEF ENGAGEMENT OFFICER	PROPOSAL, PRE-WEDDING AND POST-WEDDING CONSULTING SERVICES AND PROVIDING INFORMATION IN THE FIELD OF DIAMONDS, DIAMOND RINGS AND WEDDING BANDS	™	IC 42	77297753 ITU	10/5/2007		
MSID	CUT DIAMONDS	™	IC 14	77299634 ITU	10/9/2007		
BIGGER, BRIGHTER, PATENTED, PROVEN.	CUT DIAMONDS	™	IC 14	77323754 ITU	11/7/2007		

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Mark	Goods/Services	Proper Symbol	Int'l Class	Serial No. Use/ITU	Filing Date	Registration No.	Registration Date
AL SMITH'S DIAMOND	CUT DIAMONDS	TM	IC 14	77337471 ITU	11/27/2007		
MR. SMITH'S INCREDIBLE DIAMOND	CUT DIAMONDS	TM	IC 14	77337445 ITU	11/27/2007		
BELLA LUNA	CUT DIAMONDS	TM	IC 14	77186948 ITU	05/22/2007		
ROBBINS BROS. ONE LOVE. ONE RING.	RETAIL JEWELRY STORE SERVICES	TM	IC 35	77516900 ITU	07/08/2008		

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Mark	Goods/Services	Proper Symbol	Int'l Class	Serial No. Use/ITU	Filing Date	Registration No.	Registration Date
 ROBBINS BROS. WORLD'S BIGGEST ENGAGEMENT RING STORE				N/A	N/A	53,288 (California Service Mark)	5/3/2000

*** = applications are the subject of the filed Consent Agreement.

Patent Name	Number	Date	Inventor
Faceted Circular Cut Diamond	6990833	11/16/07	Allen Smith