

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RCI Acquisition, LLC		09/03/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Ritz Camera & Image, L.L.C.		
Street Address:	6711 Ritz Way		
City:	Beltsville		
State/Country:	MARYLAND		
Postal Code:	20705		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 44			
Property Type	Number	Word Mark	
Serial Number:	77546897	RITZPIX PRO	
Serial Number:	77370523	FOCUS ON KIDS	
Registration Number:	2734510	AGAINST THE ELEMENTS	
Registration Number:	2501978	BOATER'S WORLD	
Registration Number:	2920351	BIG PRINT CENTRAL	
Registration Number:	1801225	BOATER'S WORLD DISCOUNT MARINE CENTERS	
Registration Number:	1798338	BOATER'S WORLD DISCOUNT MARINE CENTERS	
Registration Number:	2539818	BOATER'S WORLD MARINE CENTERS	
Registration Number:	2982733	BOATER'S WORLD MARINE CENTERS	
Registration Number:	2509768	BOATERSWORLD.COM	
Registration Number:	3082475	INKLEY'S	
Registration Number:	3397919	RITZCAMERA.COM & ELECTRONICS	
Registration Number:	0970423	DEAN'S	
Registration Number:	3219796	BOATING MADE BETTER!	

OP \$1115.00 77546897

Registration Number:	1217990	CAMERA WORLD
Registration Number:	2920412	CAPTURE YOUR WORLD
Registration Number:	3147806	CAPTAIN'S CLUB
Registration Number:	3462049	DISCOVER THE ADVANTAGE!
Registration Number:	1506455	FREQUENT FOTO
Registration Number:	1757422	KITS CAMERAS
Registration Number:	2904024	OUTER BANKS OUTFITTERS
Registration Number:	3295984	OUTERBANKSOUTFITTERS.COM
Registration Number:	1802269	PHOTRONIC IMAGEINATION CENTER
Registration Number:	1920118	PHOTRONIC IMAGEINATION CENTER
Registration Number:	2793999	
Registration Number:	3114215	RITZELECTRONICS.COM
Registration Number:	2704028	RITZPIX
Registration Number:	2702558	SEA BOWLD
Registration Number:	3141557	THE CAMERA SHOP INC.
Registration Number:	2013418	WOLF CAMERA
Registration Number:	2459374	WOLF CAMERA
Registration Number:	2428387	WOLFEXPRESS
Registration Number:	2661759	WOLFCAMERA.COM
Registration Number:	1432357	ULTRAPRINT
Registration Number:	1892467	PHOTRONIC
Registration Number:	1594588	RITZ CAMERA
Registration Number:	1590387	RITZ BIG PRINT
Registration Number:	2819303	PRINT@WOLF
Registration Number:	2819305	PRINTATWOLF.COM
Registration Number:	1883995	PROEX
Registration Number:	1527912	QUANTARAY
Registration Number:	1609041	RITZ BLITZ
Registration Number:	3212391	RITZ INTERACTIVE
Registration Number:	2509769	RITZCAMERA.COM

CORRESPONDENCE DATA

Fax Number: (410)332-8785

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 410-332-8784

Email: sflax@saul.com

TRADEMARK
REEL: 004131 FRAME: 0569

Correspondent Name: Sherry H. Flax
Address Line 1: 500 E. Pratt St.
Address Line 2: Suite 900
Address Line 4: Baltimore, MARYLAND 21202

NAME OF SUBMITTER:	Sherry Flax
Signature:	/sherry flax/
Date:	01/14/2010

Total Attachments: 2
source=RCI Name Change 09 14 2009#page1.tif
source=RCI Name Change 09 14 2009#page2.tif

Delaware

PAGE 1

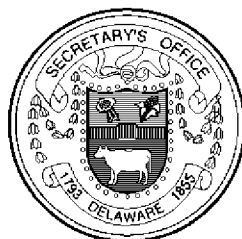
The First State

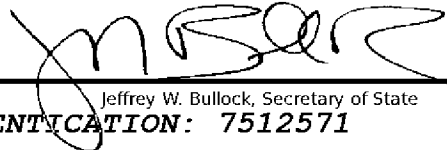
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "RCI ACQUISITION, LLC", CHANGING ITS NAME FROM "RCI ACQUISITION, LLC" TO "RITZ CAMERA & IMAGE, L.L.C.", FILED IN THIS OFFICE ON THE THIRD DAY OF SEPTEMBER, A.D. 2009, AT 3:08 O'CLOCK P.M.

4679115 8100

090832779

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7512571

DATE: 09-04-09

TRADEMARK
REEL: 004131 FRAME: 0571

CERTIFICATE OF AMENDMENT
TO THE
CERTIFICATE OF FORMATION
OF
RCI ACQUISITION, LLC

This Certificate of Amendment is being executed as of September 2, 2009 for the purpose of amending the Certificate of Formation of RCI Acquisition, LLC, a Delaware limited liability company, pursuant to Section 18-202 of the Delaware Limited Liability Company Act, 6 Del. C. §§ 18-101 et seq. The undersigned, being duly authorized to execute and file this Certificate of Amendment does hereby certify as follows:

1. The name of the limited liability company is RCI Acquisition, LLC.

2. Paragraph 1 of the Certificate of Formation of the limited liability company is hereby amended to read in its entirety as follows:

"1. Name. The name of the limited liability company is Ritz Camera & Image, L.L.C. (the "Company")."

IN WITNESS WHEREOF, the undersigned, being an authorized person, has duly executed this Certificate of Amendment as of the day and year first above written.



Name: STEPHEN M. LAMASTRA
Authorized person