

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Richline Group, Inc.		06/18/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sterling Jewelers Inc.		
<b>Street Address:</b>	375 Ghent Road		
<b>City:</b>	Akron		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	44333		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2813670	CHARMED MEMORIES	
<b>CORRESPONDENCE DATA</b>			
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:	jcunniff@hahnlaw.com		
Correspondent Name:	John J. Cunniff		
Address Line 1:	Hahn Loeser & Parks, LLP		
Address Line 2:	One GOJO Plaza, Suite 300		
Address Line 4:	Akron, OHIO 44311-1076		
ATTORNEY DOCKET NUMBER:	202476.00098		
NAME OF SUBMITTER:	John J. Cunniff		
Signature:	/John J. Cunniff/		
Date:	07/08/2010		

CH \$40.00 2813670

Total Attachments: 1  
source=20100618\_Assignment\_signed#page1.tif

ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK is made effective this 18<sup>th</sup> day of June 2010 by Richline Group, Inc., a Delaware corporation with its principal place of business at 115 South MacQuesten Parkway, Mount Vernon, New York 10550 ("Assignor"), in favor of Sterling Jewelers Inc., a Delaware corporation with its principal place of business at 375 Ghent Road, Akron, Ohio 44333 ("Assignee").

WHEREAS, Assignor has adopted and owns the mark "CHARMED MEMORIES" (the "Mark") and in addition to any state or common law rights in the Mark, owns federal registration number 2,813,670 for the Trademark, registered on the Principal Register of the United States Patent and Trademark Office in relation to the goods and/or services identified therein; and

WHEREAS, Assignor desires to assign all the right, title and interest of Assignor in and to the Mark together with the goodwill of the business symbolized by the Mark to Assignee, and Assignee desires to accept such assignment in accordance herewith.

NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, receipt 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, together with the goodwill of the business symbolized by the Mark, and any state or common-law rights in the Mark.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representative effective on the date first above written.

RICHLINE GROUP, INC.

By:  \_\_\_\_\_

Dave Meleski, President

STERLING JEWELERS INC.

By:  \_\_\_\_\_

Name:

Title: CORPORATE V.P. OF MARKETING