

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		09/02/2009	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: 4			
Property Type	Number	Word Mark	
Registration Number:	2477780	CAMERAWORLD.COM	
Registration Number:	1884370	PHOTRONIC DEPOT	
Registration Number:	2654757	WOLF CAMERA	
Registration Number:	2734510	AGAINST THE ELEMENTS	
CORRESPONDENCE DATA			
Fax Number:	(404)881-7777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-881-7000		
Email:	barbara.yates@alston.com		
Correspondent Name:	Ginabeth B. Hutchison, Esq.		
Address Line 1:	1201 W. Peachtree Street		
Address Line 2:	c/o Alston & Bird LLP		
Address Line 4:	Atlanta, GEORGIA 30309-3424		
NAME OF SUBMITTER:	Ginabeth B. Hutchison		

OP \$115.00 247780

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**TRADEMARK
 REEL: 004569 FRAME: 0323**

Signature:	/Ginabeth B. Hutchison/
Date:	06/24/2011
Total Attachments: 1 source=Change of Name-RCI Acquisition to Ritz Camera & Image#page1.tif	

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. LMASTRA
Authorized person