

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bank of America, N.A.		12/16/2011	National Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	Ultra Stores, Inc.		
Street Address:	122 S. Michigan Ave		
Internal Address:	Suite 800		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60603		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2296549	PREMIER FINE JEWELRY DIRECT	
Registration Number:	1927251	ULTRA	
Registration Number:	1629987	ULTRA DESIGNS	
Registration Number:	2295319	ULTRA DIAMOND AND GOLD OUTLET	
Registration Number:	3114099	ULTRADIAMONDS.COM	
Registration Number:	3354269	THE FLOWERS THAT LAST A LIFETIME	
CORRESPONDENCE DATA			
Fax Number:	(617)248-4000		
Phone:	6172485000		
Email:	tadmin@choate.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Elizabeth A. Walker		
Address Line 1:	Two International Place		

OP \$165.00 2296549

Address Line 2: Choate, Hall & Stewart LLP
Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	2009985.0020
NAME OF SUBMITTER:	Elizabeth A. Walker
Signature:	/Elizabeth A. Walker/
Date:	12/20/2011

Total Attachments: 4
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SECURITY INTEREST TERMINATION

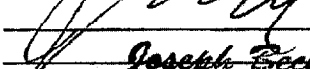
WHEREAS, Ultra Stores, Inc. (the "Grantor"), granted a security interest to Bank of America, N.A. (as successor by merger to LaSalle Business Credit, LLC, as Agent for LaSalle Bank Midwest National Association, acting through its division, LaSalle Retail Finance) (the "Secured Party") in those certain trademarks set forth on Exhibit A hereto (the "Marks"), pursuant to a certain Intellectual Property Security Agreement (the "Agreement") which was filed at the United States Patent and Trademark Office on May 14, 2007 and recorded on Reel 003541 and beginning on Frame 0724; and

WHEREAS, the security interest of the Secured Party in the Marks pursuant to the Agreement have been terminated.

NOW, THEREFORE, the Secured Party releases its security interest in, and reassigns to the Grantor, any and all interest it has, if any, in the Marks and declares as null and void all liens, security interests, and other claims, including any claim of ownership, of the Secured Party with respect to the Marks arising from the Agreement. The Secured Party agrees that, upon the request of the Grantor, and at the expense of the Grantor, the Secured Party will execute any document, cause to be made any filing or take any other action deemed reasonably necessary or advisable by the Grantor to effectuate the release of security interest contemplated herein.

IN WITNESS WHEREOF, the Secured Party and the Grantor have caused this Security Interest Termination to be executed as of this 16th day of December, 2011.

BANK OF AMERICA, N.A.

By: 
Name: Joseph Becker
Title: Managing Director

GRANTOR:

ULTRA STORES, INC.

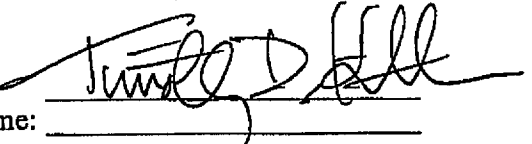
By: 
Name: _____
Title: _____

EXHIBIT A
Marks

Registered Owner of Trademark or Servicemark	Trademark or Servicemark	Country	Reg./App. Number	Reg./App. Date
Ultra Stores, Inc.	Premier Fine Jewelry Direct	USA	2,296,549	11/30/99
Ultra Stores, Inc.	Ultra	USA	1,927,251	10/17/95
Ultra Stores, Inc.	Ultra Designs	USA	1,629,987	1/1/91
Ultra Stores, Inc.	Ultra Diamond and Gold Outlet	USA	2,295,319	11/30/99
Ultra Stores, Inc.	Ultradiamonds.com	USA	3,114,099	7/11/06
Ultra Stores, Inc.	THE FLOWERS THAT LAST A LIFETIME	USA	78901572	6/6/06