

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
	STERLING INC.		11/08/2012
			Entity Type
			CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	STERLING JEWELERS INC.		
Street Address:	375 Ghent Road		
City:	Akron		
State/Country:	OHIO		
Postal Code:	44333		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	0845435	ADORE
CORRESPONDENCE DATA			
Fax Number:	3308647986		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	3308645550		
Email:	trademarks@hahnlaw.com		
Correspondent Name:	Hahn Loeser & Parks LLP		
Address Line 1:	One GOJO Plaza		
Address Line 2:	Suite 300		
Address Line 4:	Akron, OHIO 44311		
ATTORNEY DOCKET NUMBER:	202476.00031		
NAME OF SUBMITTER:	John J. Cunniff		
Signature:	/John J. Cunniff/		
Date:	11/13/2012		
Total Attachments: 1 source=executedAssignment#page1.tif			

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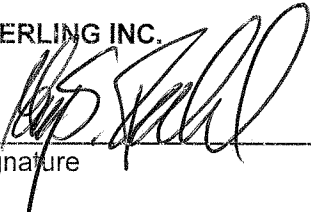
**Trademark Assignment**

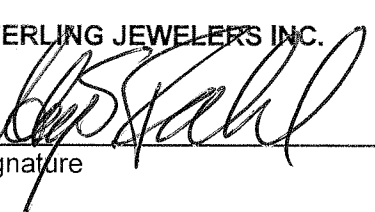
This Trademark Assignment, effective as of March 7, 2005, (the "Effective Date") is entered into by and between Sterling Inc., an Ohio corporation having a principal place of business at 375 Ghent Road, Akron, Ohio 44333, ("Assignor"), and Sterling Jewelers Inc., an Ohio corporation, with its principal place of business at 375 Ghent Road, Akron, Ohio 44333 ("Assignee");

WHEREAS, Assignor has adopted, owns and is using the trademark ADORE, Reg. No. 845,435, having the registration date of March 5, 1968 ("the Trademark"), and in addition to any state or common-law rights in the Trademark, owns a Registered Trademark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein;

WHEREAS, Assignee desires to acquire the entire right, title and interest in the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, any state or common-law rights in the Trademark, and the Trademark Application listed on Schedule A.

STERLING INC.  
  
\_\_\_\_\_  
Signature  
Name: George Frankovich

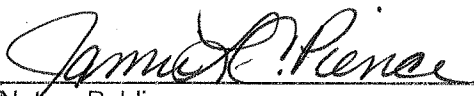
STERLING JEWELERS INC.  
  
\_\_\_\_\_  
Signature  
Name: George Frankovich

Title: Senior Vice President of Marketing  
Date: 11/08/12

Title: Senior Vice President of Marketing  
Date: 11/08/12

State of Ohio )  
County of Summit )

On this the 12<sup>th</sup> day of November, 2012, before me personally appeared George Frankovich to me personally known, and known to me to be the person who signed the foregoing assignment, and acknowledged the signing of same as his free act and deed.

  
\_\_\_\_\_  
JAMIE L.C. PIENCE Notary Public  
Attorney at Law  
Notary Public, State of Ohio  
My commission expires ~~My Commission Has No Expiration~~  
Section 147.03