

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.		01/31/2013
			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: DELAWARE		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	0977026	WEISFIELD
	Registration Number:	1465012	WEISFIELD
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:	330-864-5550		
Email:	trademarks@hahnlaw.com		
Correspondent Name:	Hahn Loeser + Parks LLP		
Address Line 1:	One GOJO Plaza, Suite 300		
Address Line 4:	Akron, OHIO 44311		
ATTORNEY DOCKET NUMBER:	202476.00046		
NAME OF SUBMITTER:	John J Cunniff		
Signature:	/John J. Cunniff/		
Date:	02/05/2013		
Total Attachments: 1 source=WEISFIELD Trademark Assignment 01-31-13#page1.tif			

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Trademark Assignment

This Trademark Assignment 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., a Delaware corporation, with its principal place of business at 375 Ghent Road, Akron, Ohio 44333 ("Assignee");

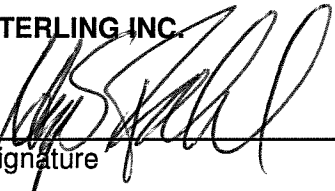
WHEREAS, Assignor has adopted, owns and is using the trademarks WEISFIELD, Reg. No. 977,026, registered on November 5, 1974; and WEISFIELD, Reg. No. 1,465,012, registered on November 10, 1987

("the Trademarks"), and in addition to any state or common-law rights in the Trademarks, owns the federally registered Trademarks 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 Trademarks;

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 Trademarks, together with the goodwill of the business symbolized by the Trademarks, any state or common-law rights in the Trademarks.

STERLING INC.



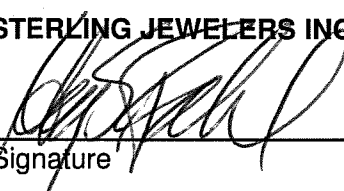
Signature

Name: George Frankovich

Title: Secretary & Vice President

Date: 01-31-13

STERLING JEWELERS INC.



Signature

Name: George Frankovich

Title: Secretary & Vice President

Date: 01-31-13