

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																											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Ultra Stores, Inc.</td> <td></td> <td>06/05/2013</td> <td>CORPORATION: DELAWARE</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Ultra Stores, Inc.		06/05/2013	CORPORATION: DELAWARE																
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<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>3114099</td> <td>ULTRADIAMONDS.COM</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	3114099	ULTRADIAMONDS.COM																		
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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 Address Line 2: Suite 300 Address Line 4: Akron, OHIO 44311																											
ATTORNEY DOCKET NUMBER:	202476.00298																										
NAME OF SUBMITTER:	John J. Cunniff																										
Signature:	/John J. Cunniff/																										
Date:	06/14/2013																										
Total Attachments: 1 source=executedAssignment#page1.tif																											

CH \$40.00 3114099

Trademark Assignment

This Trademark Assignment is entered into by and between Ultra Stores, Inc., a Delaware Corporation having a principal place of business at Suite 800, 122 S. Michigan Avenue, Chicago, Illinois 60603, ("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 trademark ULTRADIAMONDS.COM ("the Trademark"), and in addition to any state or common-law rights in the Trademark, owns federal registration application Serial No. 78/650,680, filed June 14, 2005, now Registration No. 3,114,099, registered July 11, 2006, for the 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 above-identified registration applications as part of the entire portion of the business to which the mark pertains as required by 15 U.S.C. § 1060, together with the goodwill of the business symbolized by the Trademark, and any state or common-law rights in the Trademark.

ULTRA STORES, INC

[Signature]
Signature

Name: George Frankovich
Vice President & Secretary

Title: _____

Date: 06-05-2013

STERLING JEWELERS INC:

[Signature]
Signature

Name: George Frankovich
Vice President & Secretary

Title: _____

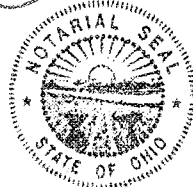
Date: 06-05-2013

State of Ohio)
County of Summit)

On this the 5 day of June, 2013, before me personally appeared George Frankovich 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.

[Signature]
Notary Public

My commission expires 12/25/17



Laurie S. Carano
Resident Summit County
Notary Public, State of Ohio
My Commission Expires: 12/25/2017