

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM326148

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sterling Inc.		12/15/2014	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: 1			
Property Type	Number	Word Mark	
Registration Number:	1780902		
CORRESPONDENCE DATA			
Fax Number:	3308647986		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; 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:	202476.00368		
NAME OF SUBMITTER:	John J. Cunniff		
SIGNATURE:	/John J. Cunniff/		
DATE SIGNED:	12/15/2014		
Total Attachments: 1			
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CH \$40.00 1780902

Trademark Assignment

This Trademark Assignment, effective as of December 15, 2014, (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 44313, ("Assignor"), and Sterling Jewelers Inc., a Delaware Corporation, with its principal place of business at 375 Ghent Road, Akron, Ohio 44313 ("Assignee");

WHEREAS, Assignor has adopted, owns and is using U.S. Trademark Registration No. 1,708,902 ("the Trademark"), and in addition to any state or common-law rights in the Trademark, owns a federal trademark application 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 Trademark, 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, any state or common-law rights in the Trademark, and U.S. Trademark Registration No. 1,708,902.

STERLING INC.


Signature

Name: George S. Frankovich

Title: Vice President

Date: 12-15-14

STERLING JEWELERS INC.


Signature

Name: George S. Frankovich

Title: Vice President

Date: 12-15-14

State of Ohio)
County of Summit)

On this the 15th day of December, 2014, before me personally appeared George S. 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.


Notary Public

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