

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM332258

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER AND CHANGE OF NAME		
EFFECTIVE DATE:	02/28/2013		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Reeds Jewelers of North Carolina, Inc.		02/12/2013	CORPORATION:
Reeds Jewelers, Inc.		02/12/2013	CORPORATION:
NEWLY MERGED ENTITY DATA			
Name	Execution Date	Entity Type	
Reeds Jewelers of North Carolina, Inc.	02/12/2013	CORPORATION:	
MERGED ENTITY'S NEW NAME (RECEIVING PARTY)			
Name:	Reeds Jewelers, Inc.		
Street Address:	2525 South 17th Street		
City:	Wilmington		
State/Country:	NORTH CAROLINA		
Postal Code:	28401		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85594282	REEDS JEWELERS	
CORRESPONDENCE DATA			
Fax Number:	9107621999		
<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:	910/763-4669 x 202		
Email:	HerbertZimmer@zdc.com		
Correspondent Name:	Herbert J. Zimmer		
Address Line 1:	111 Princess Street		
Address Line 4:	Wilmington, NORTH CAROLINA 28401		
NAME OF SUBMITTER:	Herbert J Zimmer		
SIGNATURE:	/Herbert J Zimmer/		

OP \$40.00 85594282

DATE SIGNED:	02/16/2015
Total Attachments: 3 source=Merger#page1.tif source=Merger#page2.tif source=Merger#page3.tif	



NORTH CAROLINA

Department of the Secretary of State

To all whom these presents shall come, Greetings:

I, ELAINE F. MARSHALL, Secretary of State of the State of North Carolina, do hereby certify the following and hereto attached to be a true copy of

ARTICLES OF MERGER

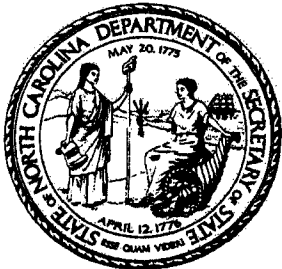
OF

REEDS JEWELERS, INC.

INTO

**REEDS JEWELERS OF NORTH CAROLINA, INC.
WHICH CHANGES IT'S NAME TO
REEDS JEWELERS, INC.**

the original of which was filed in this office on the 27th day of February, 2013.



Scan to verify online.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal at the City of Raleigh, this 27th day of February, 2013.

Elaine F. Marshall

Secretary of State

Certification# C201305800277-1 Reference# C201305800277-1
Verify this certificate online at www.secretary.state.nc.us/verification

TRADEMARK
REEL: 005460 FRAME: 0499

SOSID: 0123168
Date Filed: 2/27/2013 3:20:00 PM
Effective: 2/28/2013
Elaine F. Marshall
North Carolina Secretary of State
C201305800277

State of North Carolina
Department of the Secretary of State

**ARTICLES OF MERGER OF REEDS JEWELERS, INC. INTO
REEDS JEWELERS OF NORTH CAROLINA, INC.**

Pursuant to North Carolina General Statutes Section 55-11-05(a), the undersigned entity does hereby submit the following Articles of Merger of Reeds Jewelers, Inc. into Reeds Jewelers of North Carolina, Inc. as the surviving business entity in a merger between two business entities.

1. The name of the surviving entity is Reeds Jewelers of North Carolina, Inc., a corporation organized under the laws of North Carolina.
2. The address of the surviving entity is 111 Princess Street, Wilmington, New Hanover County, North Carolina 28401.
3. The name of the merged entity is Reeds Jewelers, Inc., a corporation organized under the laws of North Carolina.
4. The surviving business entity is a domestic business entity, and the text of each amendment to the Articles of Incorporation within the Plan and Agreement of Merger is attached.
5. A Plan and Agreement of Merger has been duly approved by the shareholders of each of the business entities participating in the merger, Reeds Jewelers of North Carolina, Inc. and Reeds Jewelers, Inc., in the manner required by law.
6. There are no foreign corporations that are a party to the merger.
7. The merger is permitted by the laws of the State of North Carolina.
8. These articles will be effective February 28, 2013 at 11:50 o'clock p.m.

This the 12th day of February, 2013.

REEDS JEWELERS OF NORTH CAROLINA, INC.

BY: Alan M. Zimmer (SEAL)

Alan M. Zimmer, President

ATTACHMENT

AMENDMENT TO THE ARTICLES OF INCORPORATION
OF
REEDS JEWELERS OF NORTH CAROLINA, INC.

The Charter of the Surviving Corporation shall be amended as follows:

1. Article I shall be deleted in its entirety and the following shall be inserted in lieu thereof:

“ARTICLE I

NAME: The name of this corporation is Reeds Jewelers, Inc.”

2. Article IV shall be deleted in its entirety and the following shall be inserted in lieu thereof:

“ARTICLE IV

CAPITAL: The aggregate number of shares which this corporation shall have the authority to issue is 25,000,000 shares of common stock at the par value of Ten Cents (\$0.10) each, making a total authorized capital of Two Million Five Hundred Thousand and No/100 Dollars (\$2,500,000.00). The shares shall be all of one class, designated as common stock. The total issue of common stock shall not exceed the stated authorized capital of Two Million Five Hundred Thousand and No/100 Dollars (\$2,500,000.00).”