

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM498631

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the error in the Receiving Party's Name in the Cover Sheet previously recorded on Reel 004954 Frame 0141. Assignor(s) hereby confirms the assignment.		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Sterling Inc.		11/12/2018	Corporation: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sterling Jewelers Inc.		
<b>Street Address:</b>	375 Ghent Road		
<b>City:</b>	Akron		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	44333		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0845435	ADORE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3032919119		
<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>			
<b>Phone:</b>	3034732709		
<b>Email:</b>	aaroppel@hollandhart.com		
<b>Correspondent Name:</b>	Andrew Roppel		
<b>Address Line 1:</b>	Holland & Hart LLP, PO Box 8749		
<b>Address Line 2:</b>	Attn. Trademark Docketing		
<b>Address Line 4:</b>	Denver, COLORADO 80201		
<b>ATTORNEY DOCKET NUMBER:</b>	81384.0052		
<b>NAME OF SUBMITTER:</b>	Andrew Roppel		
<b>SIGNATURE:</b>	/Andrew Roppel/		
<b>DATE SIGNED:</b>	11/16/2018		
<b>Total Attachments: 5</b>			
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**CONFIRMATORY 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.**, a Delaware corporation with its principal place of business at 375 Ghent Road, Akron, Ohio 44333 ("Assignee").

WHEREAS, Assignor is the owner of the trademark ADORE, Registration number 0845435, having a registration date of March 5, 1968 (the "Trademark"), and in addition to any state or common-law right in the Trademark, owns a Registered Trademark on the Principal Register of the United States Patent and Trademark Office in connection with the goods identified therein;

WHEREAS, Assignee desires to acquire the entire right, title, and interest in the Trademark in a form acceptable to the United States Patent and Trademark Office;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Sterling Inc.**, hereby sells, assigns, and transfers to **Sterling Jewelers Inc.**, its successors and assigns, the entire right, title and interest to the Trademark and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by the Trademark, and together with the right to sue for past infringement and to collect all damages or profits for past infringements for its own use and benefit.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused this Assignment to be duly executed by the undersigned authorized representatives.

**Sterling Inc.**  
(ASSIGNOR)

**Sterling Jewelers Inc.**  
(ASSIGNEE)

By: \_\_\_\_\_

By: \_\_\_\_\_

Printed Name: Stash Ptak

Printed Name: Stash Ptak

Title: Vice President and Assistant Secretary

Title: Vice President and Assistant Secretary

Date: 11-12-16

Date: 11-12-18

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the Sterling Jewelers Inc. is a Delaware corporation previously recorded on Reel 004898 Frame 0856. Assignor(s) hereby confirms the assignment.		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Sterling Inc.		11/08/2012	CORPORATION: OHIO
<b>RECEIVING PARTY DATA</b>			
Name:	Steling Jewelers Inc.		
Street Address:	375 Ghent Road		
City:	Akron		
State/Country:	OHIO		
Postal Code:	44333		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	0845435	ADORE	
<b>CORRESPONDENCE DATA</b>			
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		
<b>ATTORNEY DOCKET NUMBER:</b>	202476.00031		
<b>NAME OF SUBMITTER:</b>	John J. Cunniff		
<b>Signature:</b>	/John J. Cunniff/		

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Date:

02/01/2013

Total Attachments: 2

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TRADEMARK  
REEL: 004954 FRAME: 0142  
TRADEMARK  
REEL: 006483 FRAME: 0633

## 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	Entity Type
STERLING INC.		11/08/2012	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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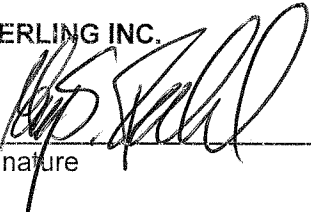
**Trademark Assignment**

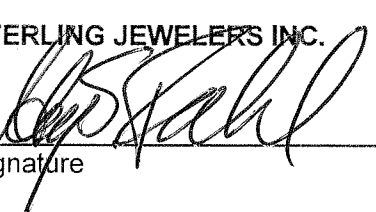
This Trademark Assignment, effective as of March 7, 2005, (the "Effective Date") is entered into by and between Sterling Inc., an Ohio corporation having a principal place of business at 375 Ghent Road, Akron, Ohio 44333, ("Assignor"), and Sterling Jewelers Inc., an Ohio corporation, with its principal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


Title: Senior Vice President of Marketing

Date: 11/08/12

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