

09-12-2000



101454299

8.10.00

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

#### Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

#### Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year
- Merger
- Change of Name
- Other

#### Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

#### Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  Corporation  Association
  - Corporation  Association
  - Other
  - Citizenship/State of Incorporation/Organization
- If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

#### FOR OFFICE USE ONLY

09/11/2000 NTHAI1 00000237 75111745  
01 FC:481 40.00 OP  
02 EC:482 500.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

REEL: 002132 FRAME: 0691

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**RETURN TO:**  
**FEDERAL RESEARCH CORP.,**  
**400 SEVENTH STREET NW**  
**SUITE 101**  
**WASHINGTON DC 20004**

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

<input type="text" value="75/111745"/>	<input type="text" value="75/111746"/>	<input type="text" value="75/111974"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text" value="0751696"/>	<input type="text" value="2170084"/>	<input type="text" value="2053689"/>
<input type="text" value="1854593"/>	<input type="text" value="1418308"/>	<input type="text" value="0867840"/>
<input type="text" value="0880173"/>	<input type="text" value="0884783"/>	<input type="text" value="1279766"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Stuart W. Rathje

*Stuart W. Rathje*

8/7/00

Name of Person Signing

Signature

Date Signed

**RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY**

FORM PTO-1618C  
Expires 06/30/99  
OMB 0651-0027

U.S. Department of Commerce  
Patent and Trademark Office  
**TRADEMARK**

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date

Month Day Year

Name



Formerly

Individual     General Partnership     Limited Partnership     Corporation     Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)




City

State/Country

Zip Code

Individual     General Partnership     Limited Partnership

Corporation     Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (*Designation must be a separate document from the Assignment.*)

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

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**Registration Number(s)**

0750851	0751685	0766694
0751246	1220792	1193591
0755467	0764669	0155566
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## TRADEMARK ASSIGNMENT

WHEREAS CJC HOLDINGS, INC. ("Assignor"), a corporation organized under the laws of the State of Texas, with an address at 7211 Circle S Road, Austin, Texas 78745, owned all right, title and interest in and to the trademarks and any applications and registrations therefor, as set forth in the attached Schedule A, as well as all of the goodwill of the business symbolized thereby and associated therewith (all collectively, the "Trademarks"); and

WHEREAS COMMEMORATIVE BRANDS, INC., a Delaware corporation, with an address at 7211 Circle S Road, Austin, Texas 78745 (the "Assignee") acquired the Trademarks pursuant to that certain Asset Purchase Agreement dated as of December 16, 1996 between Assignor and Assignee.

NOW THEREFORE, in consideration of the premises and mutual covenants contained in the Asset Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby confirms and acknowledges that it assigned, sold and transferred unto Assignee, its successors and assigns, effective December 16, 1996, all of its right, title and interest throughout the world in perpetuity in and to the Trademarks identified in Schedule A hereto, together with the goodwill of the business symbolized thereby, and insofar as intent to use trademark applications without accepted Statements of Use (if any) are concerned, together with all of the business in connection with which such marks and applications are intended to be used, and together with the right to sue and recover for all past, present and future infringements and other violations of the Trademarks, the same to be held and enjoyed by the Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by the Assignor had this assignment not been made. Assignor hereby covenants and agrees to provide any further necessary documentation and do all further acts reasonably requested by the Assignee in this regard to confirm and perfect title in and to the Trademarks in Assignee, its successors, assigns, or other legal representatives.

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IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment as an instrument under seal as of this 27<sup>th</sup> day of July 2000.

ASSIGNOR: CJC HOLDINGS, INC.

C. W. Walls

Name: C. W. Walls

Capacity: Liquidating Trustee

**CERTIFICATE OF ACKNOWLEDGMENT**

STATE OF TEXAS

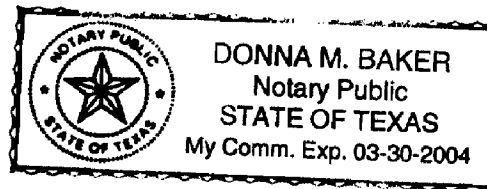
ss.:

COUNTY OF TRAVIS

On this 27<sup>th</sup> day of July 2000, before me, the undersigned, personally appeared C. W. Walls, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Donna M. Baker

[NOTARY SEAL]



**SCHEDULE A**

<b>TRADEMARK</b>	<b>REGISTRATION/APPLICATION NO.</b>
THE ALL STAR SERIES	75/111,745
GIRL'S ALL STAR	75/111,746
BOY'S ALL*STAR	75/111,974
AMERICAN BEAUTY	751,696
GL & Design	2,170,084
CLASS RINGS LIMITED	2,053,689
THE ANNIVERSARY SIGNET COLLECTION	1,854,593
AMERICA'S MASTER JEWELER	1,418,308
PERMANENT VALUE PLAN	867,840
ARTCARVED DIAMOND CENTER	880,173
P.V.P.	884,783
EVERLASTING	1,279,766
14-K & Design	750,851
14-K & Design	751,685
BELLAIRE	766,694
CEME	751,246
WHITE FIRE	1,220,792
WHITE FIRE DIAMOND RINGS	1,193,591
MIDNIGHT STAR	755,467
<i>Design Only</i>	764,669
W	155,566

TRADEMARK ASSIGNMENT

PAGE 3

RECORDED: 08/10/2000

TRADEMARK  
REEL: 002132 FRAME: 0696