

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
Richline Group, Inc.		02/04/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Wal-Mart Stores, Inc.		
Street Address:	702 S.W. 8th St.		
City:	Bentonville		
State/Country:	ARKANSAS		
Postal Code:	72716-0520		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3554060	LOVE, EARTH REDUCE REUSE RECYCLE RESPECT	
Registration Number:	3554066	LOVE, EARTH REDUCE REUSE RECYCLE RESPECT	
CORRESPONDENCE DATA			
Fax Number:	(212)801-6400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2128019200		
Email:	nodam@gtlaw.com		
Correspondent Name:	Masahiro Noda		
Address Line 1:	Greenberg Traurig, LLP		
Address Line 2:	200 Park Avenue		
Address Line 4:	New York, NEW YORK 10166		
ATTORNEY DOCKET NUMBER:	016436.107000		
NAME OF SUBMITTER:	Masahiro Noda		
Signature:	/MASAHIRO NODA/		

CH \$65.00 3554060

Date:

02/05/2009

Total Attachments: 2

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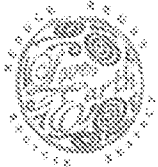
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TRADEMARK ASSIGNMENT

This Assignment is made on this 4th day of February, 2009, by Richline Group, Inc., a Delaware corporation, having a place of business at 115 South MacQuesten Parkway, Mount Vernon, New York 10550 ("Assignor"), to and in favor of Wal-Mart Stores, Inc., a Delaware corporation, having a place of business at 702 S.W. 8th Street, Bentonville, Arkansas, 72716-0520 ("Assignee").

WITNESSETH THAT:

WHEREAS, the Assignor is the owner of all right, title and interest in and to the following U.S. Trademark Registrations (the "Trademarks"):

<u>Mark</u>	<u>Logo</u>	<u>Reg. No.</u>	<u>Goods</u>
LOVE, EARTH REDUCE REUSE RECYCLE RESPECT and Design		3554060	"jewelry" in Class 14
LOVE, EARTH REDUCE REUSE RECYCLE RESPECT and Design (Color)		3554066	"jewelry" in Class 14

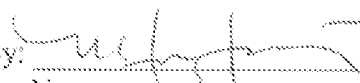
WHEREAS, the Assignee wishes to acquire from the Assignor all right, title and interest in and to the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee, all of its right, title and interest in and to the Trademarks, together with the goodwill of the business appurtenant to and symbolized by the Trademarks and including, without limitation, all common law rights in and to the

Trademarks and the right to sue and recover for, and the right to profits or damages due or accrued or arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademarks, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

Richline Group, Inc.

Dated: February 4, 2009

By: 
Name: Victoria J. Alcatraz
Title: Secretary