

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FCC, LLC d/b/a First Capital		08/03/2010	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Gregg Ruth & Co.		
Street Address:	3868 Cross Creek Road		
City:	Malibu		
State/Country:	CALIFORNIA		
Postal Code:	90265		
Entity Type:	COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2783787	GREGG RUTH	
Registration Number:	2884816	GREGG RUTH DUETS	
Registration Number:	2977437	GREGG RUTH JEWELS	
Registration Number:	2977436	GREGG RUTH IMPORTANT JEWELS	
Registration Number:	2985845	NILE DIAMONDS	
CORRESPONDENCE DATA			
Fax Number:	(914)288-0023		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(914) 821-9078		
Email:	tmdocket@leasonellis.com		
Correspondent Name:	Maren Perry/Leason Ellis LLP		
Address Line 1:	81 Main Street, Suite 503		
Address Line 4:	White Plains, NEW YORK 10601		
ATTORNEY DOCKET NUMBER:	3503/8568-000		

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**TRADEMARK
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NAME OF SUBMITTER:	Maren C. Perry
Signature:	/mcp/
Date:	08/19/2010
<p>Total Attachments: 12 source=00072678#page1.tif source=00072678#page2.tif source=00072678#page3.tif source=00072678#page4.tif source=00072678#page5.tif source=00072678#page6.tif source=00072678#page7.tif source=00072678#page8.tif source=00072678#page9.tif source=00072678#page10.tif source=00072678#page11.tif source=00072678#page12.tif</p>	

RELEASE OF SECURITY INTEREST

This Release of security interest (hereinafter referred to as "Release") is effective as of the 3rd day of August, 2010, by and between FCC, LLC, a Florida Limited Liability Company d/b/a First Capital (hereinafter referred to as "FCC"), having a place of business at 3520 NW 58th Street, Oklahoma City, OK 73112, and Gregg Ruth & Co., a California company, having an address of 3868 Cross Creek Road, Malibu, CA 90265 (hereinafter referred to as "Gregg Ruth").

WHEREAS, FCC acquired a security interest in certain property owned by Gregg Ruth as specified in a Trademark Security Agreement (a copy of which is attached hereto as Exhibit "A"), recorded in the United States Patent and Trademark Office at Reel 4126, Frame 0343 on 7 January 2010 (hereinafter referred to as the "Trademarks");

WHEREAS, the parties wish to release this security interest with respect to the Trademarks;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged,

FCC hereby releases all right, title and interest, including all security interests and liens, that it may have in and to the Trademarks and the Trademark application identified in Exhibit "B" to this Release, including the good will of the business symbolized by the Trademarks and any and all causes of action which may exist by virtue of infringement thereof.

Executed at New York, New York this 3 day of August, 2010

FCC, LLC

By: _____
[Signature]
Rob Garza

Its: Sup.

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STATE OF NY)

)ss:

COUNTY OF NASSAU)

On this 3 day of AUGUST, 2010, before me, the undersigned Notary Public, personally appeared Rob Garalo personally known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that they executed the same in their authorized capacity, and that by their signature on the instrument is the person, or the entity upon behalf of which the person acted, who executed the instrument.

WITNESS my hand and official seal.

[SEAL]

BRETT A. ARICSON
NOTARY PUBLIC-STATE OF NEW YORK
No. 01AR6172966
Qualified in Nassau County
Commission Expires August 20, 2011


SIGNATURE

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EXHIBIT A

{TO\FORMS\00063905.1}

TRADEMARK SECURITY AGREEMENT

2010 This Trademark Security Agreement (this "Agreement"), dated as of ^{January} ~~November~~ 4, 2009, is made by and among GREGG RUTH & CO., a California corporation (the "Client") and FCC, LLC, a Florida limited liability company doing business as First Capital (the "Factor").

Recitals

Client and Factor are parties to an Amended and Restated Nonnotification Factoring and Security Agreement dated December 14, 2004 (as the same may hereafter be amended, supplemented or restated from time to time, the "Factoring Agreement").

As a condition to extending credit to or for the account of Client, Factor has required the execution and delivery of this Agreement by Client.

ACCORDINGLY, in consideration of the mutual covenants contained in the Factoring Agreement and herein, the parties hereby agree as follows:

1. Definitions. All terms defined in the Recitals hereto or in the Factoring Agreement that are not otherwise defined herein shall have the meanings given to them therein. In addition, the following terms have the meanings set forth below:

"Guaranteed Obligations" means each and every debt, liability and Guaranteed Obligation of every type and description arising under or in connection with any Factoring Document (as defined in the Factoring Agreement) which Client may now or at any time hereafter owe to Factor, whether such debt, liability or Guaranteed Obligation now exists or is hereafter created or incurred and whether it is or may be direct or indirect, due or to become due, absolute or contingent, primary or secondary, liquidated or unliquidated, independent, joint, several or joint and several, and including specifically, but not limited to, the Guaranteed Obligations (as defined in the Factoring Agreement).

"Security Interest" has the meaning given in Section 2.

"Trademarks" means all of Client's right, title and interest in and to: (i) trademarks, service marks, collective membership marks, registrations and applications for registration for each, and the respective goodwill associated with each, (ii) licenses, fees or royalties with respect to each, (iii) the right to sue for past, present and future infringement, dilution and damages therefor, (iv) and licenses thereunder, all as presently existing or hereafter arising or acquired, including, without limitation, the marks listed on Exhibit A.

2. Security Interest. Client hereby irrevocably pledges and assigns to, and grants Factor a security interest (the "Security Interest") with power of sale to the extent permitted by law, in the Trademarks to secure payment of the Guaranteed Obligations. This

Agreement grants only the Security Interest herein described, is not intended to and does not affect any present transfer of title of any trademark registration or application and makes no assignment and grants no right to assign or perform any other action with respect to any intent to use trademark application, unless such action is permitted under 15 U.S.C. § 1060.

3. Representations, Warranties and Agreements. Client represents, warrants and agrees as follows:

(a) **Trademarks.** Exhibit A accurately lists all Trademarks owned or controlled by the Client as of the date hereof and accurately reflects the existence and status of Trademarks and all applications and registrations pertaining thereto as of the date hereof; provided, however, that Exhibit A need not list common law marks (i.e., Trademarks for which there are no applications or registrations) which are not material to the Client's or any Affiliate's business(es). If after the date hereof, Client owns or controls any Trademarks not listed on Exhibit A (other than common law marks which are not material to the Client's or any Affiliate's business(es)), or if Exhibit A ceases to accurately reflect the existence and status of applications and registrations pertaining to the Trademarks, then Client shall promptly provide written notice to Factor with a replacement Exhibit A, which upon acceptance by Factor shall become part of this Agreement.

(b) **Affiliates.** As of the date hereof, no Affiliate of the Client owns, controls, or has a right to have assigned to it any items that would, if such item were owned by the Client, constitute Trademarks. If after the date hereof any Affiliate of the Client owns, controls, or has a right to have assigned to it any such items, then Client shall promptly either: (i) cause such Affiliate to assign all of its rights in such item(s) to the Client; or (ii) notify Factor of such item(s) and cause such Affiliate to execute and deliver to Factor a trademark security agreement substantially in the form of this Agreement.

(c) **Title.** Client identified as the owner of each Trademark on Exhibit A has absolute title to each Trademark listed thereon, free and clear of all liens. The Client (i) will have, at the time such Client acquires any rights in Trademarks hereafter arising, absolute title to each such Trademark free and clear of all Liens and (ii) will keep all Trademarks free and clear of all Liens.

(d) **No Sale.** Client will not assign, transfer, encumber or otherwise dispose of the Trademarks or any interest therein, without Factor's prior written consent.

(e) **Defense.** Client will, at its own expense and using commercially reasonable efforts, protect and defend the Trademarks against all claims or demands of all Persons other than those holding Permitted Liens.

(f) **Maintenance.** Client will at its own expense maintain the Trademarks to the extent reasonably advisable in its business including, but not limited to, filing all

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applications to obtain letters Trademark registrations and all affidavits, maintenance fees, annuities, and renewals possible with respect to letters patent, trademark registrations and applications therefor. Client covenant that it will not abandon nor fail to pay any maintenance fee or annuity due and payable on any Trademark, nor fail to file any required affidavit or renewal in support thereof, without first providing Factor: (i) sufficient written notice, of at least 30 days, to allow Factor to timely pay any such maintenance fees or annuities which may become due on any Trademarks, or to file any affidavit or renewal with respect thereto, and (ii) a separate written power of attorney or other authorization to pay such maintenance fees or annuities, or to file such affidavit or renewal, should such be necessary or desirable.

(g) **Factor's Right to Take Action.** If Client fails to perform or observe any of its covenants or agreements set forth in this Section 3, and if such failure continues for a period of ten (10) calendar days after Factor gives Client written notice thereof (or, in the case of the agreements contained in subsection (h), immediately upon the occurrence of such failure, without notice or lapse of time), or if Client notifies Factor that they intend to abandon a Trademark, Factor may (but need not) perform or observe such covenant or agreement or take steps to prevent such intended abandonment on behalf and in the name, place and stead of the Client (or, at Factor's option, in Factor's own name) and may (but need not) take any and all other actions which Factor may reasonably deem necessary to cure or correct such failure or prevent such intended abandonment.

(h) **Costs and Expenses.** Except to the extent that the effect of such payment would be to render any loan or forbearance of money usurious or otherwise illegal under any applicable law, Client shall pay Factor on demand the amount of all moneys expended and all costs and expenses (including reasonable attorneys' fees and disbursements) incurred by Factor in connection with or as a result of Factor's taking action under subsection (i) or exercising its rights under Section 6, together with interest thereon from the date expended or incurred by Factor at the default rate of interest provided for in the Factoring Agreement.

(i) **Power of Attorney.** To facilitate Factor's taking action under subsection (i) and exercising its rights under Section 6, each Client hereby irrevocably appoints (which appointment is coupled with an interest) Factor, or its delegate, as the attorney-in-fact of such Client with the right (but not the duty) from time to time to create, prepare, complete, execute, deliver, endorse or file, in the name and on behalf of such Client, any and all instruments, documents, applications, financing statements, and other agreements and writings required to be obtained, executed, delivered or endorsed by such Client under this Section 3, or, necessary for Factor, after a Default, to enforce or use the Trademarks or to grant or issue any exclusive or non-exclusive license under the Trademarks to any third party, or to sell, assign, transfer, pledge, encumber or otherwise transfer title in or dispose of the Trademarks to any third party. Client hereby ratifies all that such attorney shall lawfully do or cause to be done by virtue hereof. The power of

attorney granted herein shall terminate upon the termination of the Factoring Agreement as provided therein and the payment and performance of all Guaranteed Obligations.

4. Client's Use of the Trademarks. Client shall be permitted to control and manage the Trademarks, including the right to exclude others from making, using or selling items covered by the Trademarks and any licenses thereunder, in the same manner and with the same effect as if this Agreement had not been entered into, so long as no Default exists.

5. Defaults. Each of the following occurrences shall constitute an event of default under this Agreement (herein called a "Default"): (a) a Default, as defined in the Factoring Agreement, shall occur; or (b) Client shall fail promptly to observe or perform any covenant or agreement herein binding on it; or (c) any of the representations or warranties contained in Section 3 shall prove to have been incorrect in any material respect when made.

6. Remedies. While a Default exists, Factor may, at its option, take any or all of the following actions:

(a) Factor may exercise any or all remedies available under the Factoring Agreement.

(b) Factor may sell, assign, transfer, pledge, encumber or otherwise dispose of the Trademarks.

(c) Factor may enforce the Trademarks and any licenses thereunder, and if Factor shall commence any suit for such enforcement, Client shall, at the request of Factor, do any and all lawful acts and execute any and all proper documents required by Factor in aid of such enforcement.

7. Miscellaneous. This Agreement can be waived, modified, amended, terminated or discharged, and the Security Interest can be released, only explicitly in a writing signed by Factor. A waiver signed by Factor shall be effective only in the specific instance and for the specific purpose given. Mere delay or failure to act shall not preclude the exercise or enforcement of any of Factor's rights or remedies. All rights and remedies of Factor shall be cumulative and may be exercised singularly or concurrently, at Factor's option, and the exercise or enforcement of any one such right or remedy shall neither be a condition to nor bar the exercise or enforcement of any other. All notices to be given to Client under this Agreement shall be given in the manner and with the effect provided in the Factoring Agreement. Factor shall not be obligated to preserve any rights the Client may have against prior parties, to realize on the Trademarks at all or in any particular manner or order, or to apply any cash proceeds of Trademarks in any particular order of application. This Agreement shall be binding upon and inure to the benefit of Client and Factor and their respective participants, successors and assigns and shall take effect when signed by Client and delivered to Factor, and each Client waives notice of Factor's acceptance hereof. Factor may execute this Agreement if appropriate for the purpose of filing, but the failure of Factor to execute this Agreement shall not affect or impair the validity or effectiveness of this Agreement. A carbon, photographic or other reproduction of this

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CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of LOS ANGELES

On January 7, 2009 before me, HOWARD R. SPANIER, NOTARY PUBLIC
Date Here Insert Name and Title of the Officer

personally appeared GREGORY G. RUTZ
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: Howard R. Spanier
Signature of Notary Public

Place Notary Seal and/or Stamp Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Trademark Security Agreement

Document Date: 1/4/09 Number of Pages: 2

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____ Signer's Name: _____

Corporate Officer — Title(s): PRESIDENT

Corporate Officer — Title(s): _____

Individual

Individual

Partner — Limited General

Partner — Limited General

Attorney In Fact

Attorney In Fact

Trustee

Trustee

Guardian or Conservator

Guardian or Conservator

Other: _____

Other: _____

Signer is Representing: _____

GREG RUTZ & CO

Signer is Representing: _____

EXHIBIT A
UNITED STATES ISSUED TRADEMARKS, SERVICE MARKS
AND COLLECTIVE MEMBERSHIP MARKS

REGISTRATIONS

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
GREGG RUTH	2,783,787	November 18, 2003
GREGG RUTH DUETS	2,884,816	September 14, 2004
GREGG RUTH IMPORTANT JEWELS	2,977,436	July 26, 2005
GREGG RUTH JEWELS	2,977,437	July 26, 2005
NILE DIAMONDS	2,985,845	August 16, 2005

PENDING APPLICATIONS

None

COLLECTIVE MEMBERSHIP MARKS

None

UNREGISTERED MARKS

None

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EXHIBIT B

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REGISTRATION NO.	MARK
2783787	GREGG RUTH
2884816	GREGG RUTH DIETS
2977436	GREGG RUTH IMPORTANT JEWELS
2977437	GREGG RUTH JEWELS
2985845	NILE DIAMONDS

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