

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM389124

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Suashish Jewels Inc.		12/14/2015	Corporation: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Fred Meyer Jewelers, Inc.		
<b>Street Address:</b>	P.O. Box 42121		
<b>Internal Address:</b>	3800 SE 22nd Avenue		
<b>City:</b>	Portland		
<b>State/Country:</b>	OREGON		
<b>Postal Code:</b>	97242		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4540711	LOVEVER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4159831200		
<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>	415-983-1802		
<b>Email:</b>	sftrademarks@pillsburylaw.com		
<b>Correspondent Name:</b>	Richard L. Kirkpatrick		
<b>Address Line 1:</b>	Calendar/Docketing Department		
<b>Address Line 2:</b>	P.O. Box 2824		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94126-2824		
<b>NAME OF SUBMITTER:</b>	Richard L. Kirkpatrick		
<b>SIGNATURE:</b>	/richard kirkpatrick/		
<b>DATE SIGNED:</b>	06/23/2016		
<b>Total Attachments: 1</b>			
source=LOVEVER Assignment#page1.tif			

CH \$40.00 4540711

**TRADEMARK ASSIGNMENT**

TRADEMARK ASSIGNMENT made as of 12/14, 2015 by and among, Suashish Jewels Inc., a Texas corporation, having a place of business at 538 5525 N. MacArthur Boulevard, Irving, Texas 75038 and (the "Assignor"), and Fred Meyer Jewelers, Inc., a California corporation, having a place of business at PO Box 42121, 3800 SE 22nd Avenue, Portland, Oregon 97242 (the "Assignee").

Assignor owns all right, title, and interest in and to U.S. Trademark Registration No. 4540711 for the trademark "LOVEVER" for "Jewelry and imitation jewelry; Ornaments of precious metal in the nature of jewelry; Bracelets; Necklaces; Rings" in international class 014 ("the Trademark"). Assignor wishes to assign all right, title, and interest to the Trademark to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns, and legal representatives, the entire, full, and exclusive right, title, and interest in and to the Trademark, together with the good will of the business symbolized by the Trademark and any applications and/or registrations therefor, and the right (but not the obligation) to assert the Trademark and to collect for all past, present, and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties, and proceeds of infringement suits, and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

SUASHISH JEWELS INC.

By: Shallie

Name: Harminder Shallie

Title: Vice President

Dated: 12/14/2015

FRED MEYER JEWELERS, INC.

By: Christine S. Wheatley

Name: CHRISTINE S. WHEATLEY

Title: VICE PRESIDENT & SECRETARY

Dated: 10/22/15