

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	05/22/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Anderson Jewelry, Inc.		08/02/2006	CORPORATION: KENTUCKY

RECEIVING PARTY DATA

Name:	The Herff Jones Company of Indiana, Inc.
Street Address:	4625 West 62nd Street
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46268
Entity Type:	CORPORATION: INDIANA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1991419	LOGOART

CORRESPONDENCE DATA

Fax Number: (317)231-7433
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 3172311313
 Email: dwong@btlaw.com
 Correspondent Name: David A.W. Wong
 Address Line 1: 11 South Meridian Street
 Address Line 4: Indianapolis, INDIANA 46204

ATTORNEY DOCKET NUMBER:	11697-78276
NAME OF SUBMITTER:	David A.W. Wong
Signature:	/dwong/

CH \$40.00 1991419

Date:

08/07/2006

Total Attachments: 1
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NUNC PRO TUNC ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Anderson Jewelry, Inc., a Kentucky corporation ("Assignor") has assigned and hereby assigns effective this May 22, 06, to The Herff Jones Company of Indiana, Inc., an Indiana Corporation, located at 4625 West 62nd Street, Indianapolis, Indiana 46268 ("Assignee"), all of its right, title and interest in and to Trademark Registration No. 1991419 ("the Mark") together with the goodwill of the business symbolized thereby.

For such good and valuable consideration, Assignor hereby further assigns and transfers to Assignee, all rights and interests in, to and arising from any infringement of the Mark, including, without limitation, all claims for damages and profits for any infringements which occurred prior to the date of this Assignment, including the rights to sue for any infringements in its own name and stead and for its own benefit.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

This 2 day of August, 2006.

ANDERSON JEWELRY, INC.

Joe K Slaughter

By: _____
Joe K. Slaughter
Name: _____
President & Chief Operating Officer
Title: _____

STATE OF Indiana)
COUNTY OF Hendricks) SS:

Subscribed and sworn to before me, a Notary Public, in and for said County and State, this 2nd day of August, 2006.

Witness my hand and Notarial Seal this 2nd day of August, 2006.

Jeanette C. Blackstone
Notary Public
JEANETTE C. BLACKSTONE
Notary Public, State of Indiana
County of Hendricks
Printed My Commission Expires Feb. 10, 2008

County of Residence: Hendricks
My Commission Expires: 2/10/08