

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

04-12-1999



101008767

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS:  
Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Frیمان Associates, Inc.

Individuals(s)       Association  
 General Partnership     Limited Partnership  
 Corporation-State New York  
 Other \_\_\_

2. Name and address of receiving party(ies):

Name: **Cellini NYC**

Internal Address:

Street Address: **301 Park Avenue**

City: **New York**

Country/State/Zip: **New York 10022**

Individual Citizenship \_\_\_  
 Association \_\_\_  
 General Partnership \_\_\_  
 Limited Partnership \_\_\_  
 Corporation-State New York  
 Other \_\_\_

3. Nature of Conveyance

Assignment                       Merger  
 Security Agreement             Change of Name  
 Other \_

Execution Date: March 18, 1999

Additional names and addresses attached?  yes  no

4. Application number(s) or Trademark number(s):

A. Trademark Application No.(s)  
**75/646,781**

B. Trademark Registration No.(s):  
N/A

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Edward M. Weisz, Esq.

Internal Address: Cohen, Pontani, Lieberman & Pavane

Street Address: 551 Fifth Avenue, Suite 1210

City: New York                      State: NY                      ZIP: 10176

6. Total number of applications and trademarks involved:  
**[1]**

7. Total fee (37 C.F.R. 3.41)..... \$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: 03-2412  
 (Attach duplicate copy of this page if paying by deposit account)

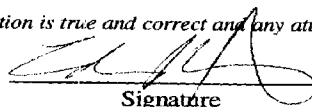
04/08/1999 JSMBRAZZ 00000271 75646781  
01 FEB 1999 40.00 DP

DO NOT USE THIS SPACE

9. 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.*

Edward M. Weisz, Esq.  
Name of Person Signing  
Reg. No. 37,257

  
Signature

April 1, 1999  
Date

Total number of pages including cover sheet, attachments and document **[2]**

OMB No. 0651-0011 (exp. 4/84)

do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Assistant Commissioner for Patents  
Box Assignments  
Washington, D.C. 20231

# ASSIGNMENT OF TRADEMARK

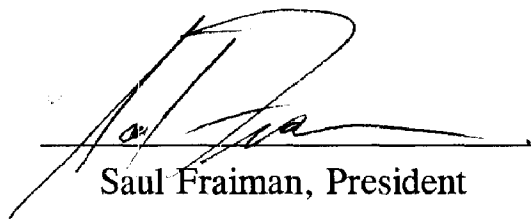
WHEREAS, Fraiman Associates, Inc. a New York corporation having an address at 589 Fifth Avenue, NY, 10017 ("ASSIGNOR"), is the owner of all right, title and interest in and to the trademark "DIAMONDS BY THE YEAR" that is the subject of United States Trademark Application filed February 23, 1999; and

WHEREAS, Cellini NYC is a New York corporation having an address at Hotel Waldorf Astoria, 301 Park Avenue, New York NY 10022 ("ASSIGNEE"), is desirous of acquiring all right, title and interest in and to said trademark for the United States of America and said Application for registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR does hereby sell, assign and transfer to the said ASSIGNEE all right, title and interest in and to the said trademark DIAMONDS BY THE YEAR for the United States of America, together with the good will of the business symbolized by the mark and the entire ongoing business to which the said trademark pertains, and the said trademark application filed on February 23, 1999 seeking registration of the said trademark, together with the right to sue for past infringements thereof.

Fraiman Associates, Inc.

Dated: 3/18/99

  
Saul Fraiman, President