

08-06-2001



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To the Honorable Commissione

he attached original documents or copy thereof.

1. Name of conveying party(ies):

Cellini NYC  
301 Park Avenue  
New York, New York 10022

7-27-01

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

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

Name: Tiffany and Company

Internal Address:

Street Address: 727 Fifth Avenue

City: New York, State: NY ZIP: 10022

- Individual(s) citizenship:
- Association
- General Partnership
- Limited Partnership
- Corporation-State New York
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: June 21, 2001

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

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

B. Trademark Registration No.(s)

Additional numbers attached?  Yes  No

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

Name: Deena P. Levy  
Internal Address: \_\_\_\_\_

Street Address: 745 Fifth Avenue

City: New York, State: NY ZIP: 10151

6. Total number of applications and registrations involved:.....

1

7. Total fee (37 CFR 3.41) ..... \$

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

50-0320  
(attached duplicate copy of this page if paying by deposit account)

08/03/2001 GT0N1: 00000211 75646781  
01 EC:481 40.00 0P

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.

Deena P. Levy  
Name of Person Signing

[Signature]  
Signature

July 27, 2001  
Date

Total number of pages including cover sheet, attachments, and documents:

3

# ASSIGNMENT OF TRADEMARK

WHEREAS, Cellini NYC, having its principal place of business at 301 Park Avenue, New York, New York, ("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 Serial No. 75/646,781 filed February 23, 1999; and

WHEREAS, Tiffany and Company having its principal place of business at 727 Fifth Avenue, New York, New York ("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.

Cellini NYC,

Dated: 6/21/01  
New York, New York

  
Leon Adams, President