

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cinerama Jewelry, Inc.		10/23/2003	CORPORATION: RHODE ISLAND
RECEIVING PARTY DATA			
Name:	Alex and Ani, Inc.		
Street Address:	115 Pettaconsett Avenue		
City:	Cranston		
State/Country:	RHODE ISLAND		
Postal Code:	02920		
Entity Type:	CORPORATION: RHODE ISLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2549848	ALEX & ANI	
CORRESPONDENCE DATA			
Fax Number:	(888)325-9188		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4012766629		
Email:	trademark@ealaw.com		
Correspondent Name:	Efrosyni Iosiphidis		
Address Line 1:	PO Box 55874		
Address Line 4:	Boston, MASSACHUSETTS 02205		
ATTORNEY DOCKET NUMBER:	50037/61278		
NAME OF SUBMITTER:	Efrosyni Iosiphidis		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARKS

WHEREAS, Cinerama Jewelry, Inc., a Rhode Island corporation, with its principal place of business at 115 Pettaconsett Avenue, Cranston, RI 02920, ("Assignor") has adopted, and Assignor and its affiliates are using, the trademark and trademark registration referenced on Exhibit A ("Trademark"); and

WHEREAS, Alex and Ani, Inc., a Rhode Island corporation, with its principal place of business at 115 Pettaconsett Avenue, Cranston, RI 02920 ("Assignee"), desires to acquire the Trademark.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, effective as of October 23, 2003, all right, title and interest throughout the world in and to said Trademark, together with the goodwill of the business symbolized thereby and any registrations of the Trademark.

CINERAMA JEWELRY, INC.,

By: Rebecca Rafaelian
Name: Rebecca Rafaelian
Title: Treasurer

EXHIBIT A

REGISTERED UNITED STATES TRADEMARKS

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
ALEX AND ANI	2549848	March 19, 2002