

**TRADEMARK ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Continental J.C. Inc.		02/15/2005	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MJJ Brilliant, Inc.		
<b>Street Address:</b>	902 Broadway		
<b>Internal Address:</b>	Ninth Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10010		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78247811	I IDEAL LOVE IDEAL CUT DIAMONDS	
<b>Serial Number:</b>	78247800	I IDEAL BRILLIANCE IDEAL CUT DIAMONDS	
<b>Serial Number:</b>	78352573	BB	
<b>Serial Number:</b>	78352551	BLING BLINGS FUN SHOWY THINGS!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(716)849-0349		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(716) 856-4000		
<b>Email:</b>	ksuzan@hodgsonruss.com		
<b>Correspondent Name:</b>	Kenneth D. Suzan		
<b>Address Line 1:</b>	Hodgson Russ LLP		
<b>Address Line 2:</b>	One M&T Plaza, Suite 2000		
<b>Address Line 4:</b>	Buffalo, NEW YORK 14203		
<b>NAME OF SUBMITTER:</b>	Kenneth D. Suzan		

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Signature:

/Kenneth D. Suzan/

Date:

02/24/2005

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Continental J.C. Inc., (the "Assignor"), a New York corporation, with an office at 145 West 30<sup>th</sup> Street, New York, New York 10001, has adopted, used, and is using the four trademarks set forth on Exhibit "A", namely, I IDEAL LOVE IDEAL CUT DIAMONDS & Design; I IDEAL BRILLIANCE IDEAL CUT DIAMONDS & Design; BB & Design; and BLING BLINGS FUN SHOWY THINGS! (the "Trademarks"), which were filed with the United States Patent and Trademark Office ("USPTO");

WHEREAS, the Assignor represents and warrants that the Assignor is the sole owner of the Trademarks and corresponding applications filed with the USPTO, free and clear of any and all liens, charges, claims or encumbrances of any kind;

WHEREAS, MJJ Brilliant, Inc. (the "Assignee"), a New York corporation with an office at 902 Broadway, Ninth Floor, New York, New York 10010, desires to acquire the entire right, title and interest in and to the Trademarks and said applications and registration thereof;

NOW, THEREFORE, for valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns to Assignee, free and clear of any and all liens, charges, claims or encumbrances of any kind, the entire right, title and interest in and to the Trademarks, throughout the world, and in and to said application and registration thereof, together with the goodwill of the business symbolized by the Trademarks.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment as of 15 day of February, 2005.

CONTINENTAL J.C. INC.

By: \_\_\_\_\_

Name: Tibor Lebovich

Title: President

*Alla Volk*

ALLA VOLK  
Notary Public, State of New York  
No. VO6043693

Qualified in Kings County  
Commission Expires June 26, 2006

Exhibit A

**Exhibit A**

<b>Mark</b>	<b>U.S. Serial No.</b>	<b>Filing Date</b>
I IDEAL LOVE IDEAL CUT DIAMONDS & Design	78/247,811	May 9, 2003
I IDEAL BRILLIANCE IDEAL CUT DIAMONDS & Design	78/247,800	May 9, 2003
BB & Design	78/352,573	January 15, 2004
BLING BLINGS FUN SHOWY THINGS!	78/352,551	January 15, 2004