

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
Pandora Smykker USA APS		09/21/2005	Limited Liability Company: DENMARK
RECEIVING PARTY DATA			
Name:	Pandora Jewelry, LLC		
Street Address:	10015 Old Columbia Road, Suite F-100		
City:	Columbia		
State/Country:	MARYLAND		
Postal Code:	21046		
Entity Type:	Limited Liability Corporation: MARYLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78487161	PANDORA JEWELRY	
CORRESPONDENCE DATA			
Fax Number:	(212)850-6221		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 850-6220		
Email:	gmitrione@lathropgage.com		
Correspondent Name:	Gianfranco G. Mitrione/Lathrop & Gage LC		
Address Line 1:	230 Park Avenue, Suite 1847		
Address Line 4:	New York, NEW YORK 10169		
NAME OF SUBMITTER:	Gianfranco G. Mitrione		
Signature:	/gianfranco g. mitrione/		
Date:	09/22/2005		

CH \$40.00 78487161

Total Attachments: 1

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**TRADEMARK
 REEL: 003164 FRAME: 0470**

TRADEMARK ASSIGNMENT

WHEREAS, Pandora Smykker USA APS, a limited liability company organized under the laws of the Kingdom of Denmark, with its principal place of business at Stumpedysevej 13, Hoersholm, Denmark 2970 ("Assignor"), owns and has a bona fide intent to use the mark PANDORA JEWELRY and Design ("The Mark") in connection with the following goods: jewelry; and

WHEREAS, Assignor has applied to register The Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's bona fide intent to use The Mark in commerce in connection with the above-described goods, Application Serial No. 78/487,161 filed on September 21, 2004; and

WHEREAS, Pandora Jewelry, LLC, a limited liability corporation organized under the laws of the State of Maryland, with its principal place of business at 10015 Old Columbia Road, Suite F-100, Columbia, Maryland 21046 ("Assignee"), desires to acquire the business and goodwill of Assignor in connection with which Assignor has a bona fide intent to use The Mark and the pending Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to The Mark and the pending Application therefor, together with that portion of Assignor's business and goodwill in connection with which it has a bona fide intent to use The Mark.

Dated: September 21, 2005

Pandora Smykker USA APS

By: 

Name: René Sindlev

Title: President