

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Mayor's Jewelers, Inc.		08/22/2003	CORPORATION:

RECEIVING PARTY DATA

Name:	Mayor's Jewelers of Florida, Inc.
Street Address:	5870 Hiatus Road
City:	Tamarac
State/Country:	FLORIDA
Postal Code:	33321
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	2715142	
Registration Number:	2637324	
Registration Number:	2610710	
Registration Number:	2610708	
Registration Number:	2610709	
Registration Number:	2596048	
Registration Number:	2490986	
Registration Number:	2490987	TRUE LUXURY IS INSIDE
Registration Number:	2423283	M ARTIFEX SCIENTIA INTEGRITAS
Registration Number:	2423284	MAIER & BERKELE
Registration Number:	1490121	MAYOR'S
Registration Number:	2929450	MAYORS MOMENT COLLECTION

CORRESPONDENCE DATA

CH \$315.00 2715142

Fax Number: (954)463-2030
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (954) 468-7847
Email: tom.kautz@hkllaw.com
Correspondent Name: Holland & Knight LLP/Thomas L. Kautz
Address Line 1: One East Broward Boulevard
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ATTORNEY DOCKET NUMBER:	95826-53
NAME OF SUBMITTER:	Thomas L. Kautz
Signature:	/Thomas L. Kautz/
Date:	12/20/2005

Total Attachments: 2
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State of Florida



Department of State

I certify the attached is a true and correct copy of the Articles of Amendment, filed on September 5, 2003, for MAYOR'S JEWELERS, INC. changing its name to MAYOR'S JEWELERS OF FLORIDA, INC., a corporation organized under the laws of the State of Florida, as shown by the records of this office.

The document number of this corporation is 250867.

Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capitol, this the
Twentieth day of December, 2005



CR2EO22 (11-05)


David L. Mann
Secretary of State

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ARTICLES OF AMENDMENT
TO
ARTICLES OF INCORPORATION
OF
MAYOR'S JEWELERS, INC.

FILED
03 SEP -5 AM 10:23
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

Pursuant to the provisions of Section 607.1006 of the Florida Business Corporation Act, Mayor's Jewelers, Inc., a Florida corporation, hereinafter, the "Corporation")

DOES HEREBY CERTIFY:

FIRST: That the name of the Corporation is Mayor's Jewelers, Inc.

SECOND: That Article I of the Corporation's Articles of Incorporation is amended to read in its entirety as follows:

"Name

The name of the corporation is:

Mayor's Jewelers of Florida, Inc."

THIRD: That the foregoing amendment to the Articles of Incorporation of the Corporation was duly adopted (i) by Unanimous Written Consent of the Board of Directors of the Corporation on the 2nd day of August, 2003; (ii) by Unanimous Written Consent of the Shareholders of the Corporation on the 2nd day of August, 2003; and (iii) in accordance with the applicable provisions of Section 607.1003 of the Florida Business Corporation Act.

FOURTH: Except as hereby amended, the existing Articles of Incorporation of the Corporation shall remain in full force and effect.

Dated on the 2nd day of August, 2003.

By: Thomas A. Andruskevich
Thomas A. Andruskevich,
President and Chief Executive Officer

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TOTAL P.02