

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
Signity Americas, Ltd.		06/29/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Swarovski Aktiengesellschaft		
Street Address:	Droschistrasse 15		
City:	Triesen		
State/Country:	LIECHTENSTEIN		
Postal Code:	FL-9495		
Entity Type:	JOINT STOCK COMPANY: LIECHTENSTEIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3185264	LIVING GEM	
CORRESPONDENCE DATA			
Fax Number:	(202)942-5999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(202)942-5000		
Email:	trademarkdocketing@aporter.com		
Correspondent Name:	Anna W. Manville, Arnold & Porter LLP		
Address Line 1:	555 Twelfth Street, N.W.		
Address Line 2:	Trademark Docketing		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004-1206		
ATTORNEY DOCKET NUMBER:	01459.001		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Anna W. Manville

Signature:

/Anna W. Manville/

Date:

10/30/2007

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, Signity Americas, Ltd., a Delaware corporation ("Assignor"), is the owner of all right, title, and interest in and to the trademark LIVING GEM, U.S. Registration No. 3,185,264 ("the Mark");

WHEREAS, Swarovski Aktiengesellschaft, a joint stock company of Liechtenstein ("Assignee"), desires to acquire all of Assignor's rights, title, and interest in and to the Mark and the corresponding registration therefor ;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to the Assignee, the entire right, title, and interest in and to the Mark, the registration therefor, and the goodwill of the business symbolized by the Mark, and the portion of the business to which the Mark pertains, said business being ongoing and existing, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns and/or other legal representatives including the right to sue for and receive all damages accruing from past infringement of the Mark.


Assignor agrees to take all actions and execute additional documents as necessary or reasonable to assign, transfer, perfect, and record the rights of Assignee in and to the Mark and the registration.

This assignment shall be binding on the parties, their successors and/or assigns, and all others acting by, through, with or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, the parties have executed this assignment effective as of this 29 day of June, 2007.

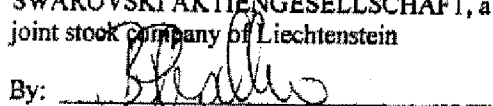
ASSIGNOR:

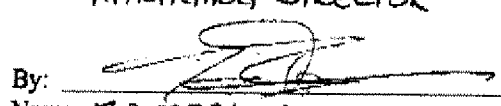
SIGNITY AMERICAS, LTD., a Delaware corporation

By: 
Name: JACK MALINOWSKI
Title: MANAGING Director

ASSIGNEE:

SWAROVSKI AKTIENGESELLSCHAFT, a joint stock company of Liechtenstein

By: 
Name: J. PLESCHKO
Title: MANAGING DIRECTOR

By: 
Name: J. BIEDERHAHN
Title: DIRECTOR