

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
VERIGOLD JEWELRY, INC.		02/15/2008	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Renaissance Jewelry New York, Inc.
Street Address:	501 Madison Avenue
Internal Address:	9th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	2296906	JWBR
Registration Number:	3078091	VERIGOLD JEWELRY
Registration Number:	3102231	STARPOINT
Registration Number:	3102232	LUCERA
Registration Number:	3320187	BOMBAY DREAMS
Registration Number:	3366655	
Serial Number:	78638212	I DO
Serial Number:	78657970	I DO
Serial Number:	78875660	JOURNEY LOVE
Serial Number:	78886467	JOURNEY
Serial Number:	78892525	SURROUNDED BY LOVE
Serial Number:	77313436	THIS DAY FORWARD

CORRESPONDENCE DATA

900099254

**TRADEMARK
 REEL: 003720 FRAME: 0389**

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ATTORNEY DOCKET NUMBER:	40004.004
NAME OF SUBMITTER:	Oliver R. Chernin
Signature:	/Oliver R. Chernin/
Date:	02/15/2008

Total Attachments: 2
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ASSIGNMENT OF REGISTRATIONS AND APPLICATIONS OF MARKS

WHEREAS, VERIGOLD JEWELRY, INC., a New York corporation, having a place of business at having a place of business at 501 Madison Avenue, 9th Floor, New York, NY 10022, has adopted, is using and is the owner of the following trademarks registered in the United States Patent and Trademark Office:

Trademark	Registration No.	Registered
JWBR	2,296,906	November 30, 1999
VERIGOLD JEWELRY & Design	3,078,091	April 11, 2006
STARPOINT	3,102,231	June 6, 2006
LUCERA	3,102,232	June 6, 2006
BOMBAY DREAMS	3,320,187	October 23, 2007
Design of Circle in Square	3,366,655	January 8, 2008

WHEREAS, VERIGOLD JEWELRY, INC., a New York corporation, having a place of business at having a place of business at 501 Madison Avenue, 9th Floor, New York, NY 10022, has a *bona fide* intent to use and is the owner of the following trademarks applied for in the United States Patent and Trademark Office:

Trademark	Serial No.	Filed
I ∞ DO & Design	78/638,212	May 26, 2005
I DO & Design	78/657,970	June 24, 2005
Journey Love & Design	78/875,660	May 3, 2006
Journey & Design	78/886,467	May 18, 2006
SURROUNDED BY LOVE & Design	78/892,525	May 25, 2006
THIS DAY FORWARD	77/313,436	October 25, 2007



AND WHEREAS, Renaissance Jewelry New York, Inc., a New York corporation, having a place of business at 501 Madison Avenue, 9th Floor, New York, NY 10022, is desirous of acquiring the aforesaid trademarks, the good will of the business symbolized by the trademarks, the entire business to which the aforesaid trademarks pertain and that is the subject of the applications identified above, and the registrations and/or applications thereof, including any registrations resulting from said applications;

NOW, THEREFORE, in consideration of and in exchange for the sum of ten dollars (\$ 10.00) and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said VERIGOLD JEWELRY, INC., does hereby assign, transfer, and convey, unto Renaissance Jewelry New York, Inc., the entire right, title and interest in and to the aforesaid trademarks, together with the good will of the business symbolized by the trademarks, the entire business to which the aforesaid trademarks pertain and that is the subject of the applications identified above, and the registrations and/or applications thereof, including any registrations resulting from said applications.

IN WITNESS WHEREOF the undersigned has executed this assignment by its duly authorized officer as of this 15 day of Feb, 2008

VERIGOLD JEWELRY, INC.

By: 

Nilesh Shah, Chief Financial Officer

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