

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
Birks & Mayors Inc.		01/07/2009	CORPORATION: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mayor's Jewelers, Inc.		
<b>Street Address:</b>	5870 Hiatus Road		
<b>City:</b>	Tamarac		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33321		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	77558933	MAYORS THE HEART OF LUXURY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)955-5564		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2024192407		
<b>Email:</b>	elizabeth.vary@hklaw.com		
<b>Correspondent Name:</b>	Elizabeth F. Vary, Holland & Knight LLP		
<b>Address Line 1:</b>	2099 Pennsylvania Avenue, NW		
<b>Address Line 2:</b>	Suite 100		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20006		
<b>NAME OF SUBMITTER:</b>	Elizabeth F. Vary		
<b>Signature:</b>	/elizabeth f. vary/		
<b>Date:</b>	01/07/2009		

OP \$40.00 77558933

Total Attachments: 1

**900124087**

**TRADEMARK  
 REEL: 003914 FRAME: 0485**



TRADEMARK ASSIGNMENT

THIS Trademark Assignment is made effective this date, by and between Birks & Mayors Inc., a corporation of Canada, located at 1240 Phillips Square, Montreal, Quebec, Canada H3B3H4 (hereinafter "Assignor") and Mayor's Jewelers, Inc., a corporation of Delaware, located at 5870 Hiatus Road, Tamarac, FL 33321. (hereinafter "Assignee").

WHEREAS, Assignor is owner of the mark MAYORS THE HEART OF LUXURY (U.S. Serial No. 77558933) along with the good will it represents and all business associated with the mark; and

WHEREAS, Assignee desires to acquire by assignment the mark along with the good will it represents and all business associated with the mark.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns, grants, transfers and otherwise conveys to Assignee, its successors and assigns, as of the effective date of this assignment, its entire right, title and interest in and to the mark along with the good will it represents and all business associated with the mark, and the right to sue for past infringements thereof.

Assignor:

Birks & Mayors Inc.

By:

*Miranda H. Lee*  
.....  
(Signature)

*Miranda H. Lee*  
.....  
(Name)

*Group Vice President, Legal Affairs*  
*Corporate Secretary*  
.....  
(Title)

Date: 01-07-09