

**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>
Balijewel, Inc.		03/16/2009	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	John Hardy Limited		
<b>Street Address:</b>	14/F Block C Sea View Estate, No. 8 Watson Road		
<b>City:</b>	North Point		
<b>State/Country:</b>	HONG KONG		
<b>Entity Type:</b>	CORPORATION: BRITISH VIRGIN ISLANDS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3378078	BJ	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)258-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-258-5631		
<b>Email:</b>	aweiss@schiffhardin.com		
<b>Correspondent Name:</b>	Adam S. Weiss		
<b>Address Line 1:</b>	6600 SEARS TOWER		
<b>Address Line 4:</b>	CHICAGO, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	31583-0042		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			
<b>Address Line 3:</b>			
<b>Address Line 4:</b>			

OP \$40.00 3378078

NAME OF SUBMITTER:	Adam S. Weiss
Signature:	/Adam S. Weiss/
Date:	04/27/2009
Total Attachments: 2 source=Balijewell Redacted Trademark Assignment#page1.tif source=Balijewell Redacted Trademark Assignment#page2.tif	

**TRADEMARK ASSIGNMENT**

**WHEREAS**, BaliJewel, Inc., an Illinois corporation having an address c/o The Law Offices of Edward X. Clinton, P.C., 19 South LaSalle Street, Suite 1300, Chicago, Illinois 60603

("Assignor"), is the owner of all rights, title and interest in and to the trademarks listed on Exhibit A (the "Trademarks") and all goodwill appurtenant and/or related to the listed marks;

and **WHEREAS**, John Hardy Limited, a British Virgin Islands corporation with offices at 14/F Block C Sea View Estate, No. 8 Watson Road, North Point, Hong Kong is desirous of acquiring, using and registering the Trademarks and Assignor wishes to assign all of its rights in and to the Trademarks and all applications, registrations and renewals therefore;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby irrevocably and perpetually assigns, conveys, transfers and quit claims to Assignee, its successors and assigns all right, title and interest it possesses in and to the Trademarks, together with all appurtenant goodwill of the business symbolized by the Trademarks, and any trademark registrations and applications relating thereto and any renewals and extensions thereof together with all rights and remedies to claim and recover for all infringement and other trespass arising out of or relating to the Trademarks, and with all world-wide rights to apply for and otherwise seek registration of the Trademarks.

BaliJewel, Inc.

By: Christina Tobin CHRISTINA TOBIN

Name: Christina Tobin

Title: PRESIDENT

Date of Signature: 3/16/09

EXHIBIT A TO TRADEMARK ASSIGNMENT

TRADEMARKS

US Trademark Registrations:  
No. 3378078 for "BJ and Design"  
Registered on February 5, 2008

[REDACTED]