

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Jewelmont Corporation		04/06/1999	CORPORATION: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JewelAmerica, Inc.		
<b>Street Address:</b>	30-30 47th Avenue, 4th Floor		
<b>City:</b>	Long Island City		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11101		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	73749180	JENE'	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)486-0323		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-486-7272		
<b>Email:</b>	jlinowitz@LLBL.com		
<b>Correspondent Name:</b>	Levisohn Berger LLP		
<b>Address Line 1:</b>	11 Broadway, Suite 615		
<b>Address Line 4:</b>	New York, NEW YORK 10004		
<b>ATTORNEY DOCKET NUMBER:</b>	1437.015		
<b>NAME OF SUBMITTER:</b>	Jane Linowitz		
<b>Signature:</b>	/Jane Linowitz/		
<b>Date:</b>	07/23/2009		

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Total Attachments: 3

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## ASSIGNMENT

This Trademark Assignment ("Assignment") is made the 6<sup>th</sup> day of April, 1999, between Jewelmont Corporation, a Minnesota corporation ("Assignor") having an address at 800 Boone Avenue North, Golden Valley, Minnesota 55427, and JewelAmerica Inc., a New York corporation ("Assignee") having an address at 119 West 40<sup>th</sup> Street, New York, NY 10018.

### WHEREAS,

- I. Assignor has used and is the owner of certain trademarks identified in Schedule A hereto, together with common law rights therein (hereinafter, the "Trademarks"); and
- II. The Trademarks are the subject of federal registrations, applications or oppositions, details of which are set out in Schedule A hereto; and
- III. Assignor has agreed to assign to Assignee all rights of Assignor in the Trademarks, including all property, right, title and interest in and to the Trademarks, including the registrations, applications or oppositions listed in Schedule A hereto, and the goodwill associated therewith.

### NOW THIS DEED WITNESSETH AS FOLLOWS:

For good and valuable consideration (the receipt and sufficiency of which is hereby acknowledged), Assignor hereby assigns and conveys to Assignee all Assignor's rights in the Trademarks, including all property, right, title, and interest in and to the Trademarks, and the registrations, applications for registration or oppositions listed in Schedule A hereto, the common law rights therein, the goodwill associated with the business in which the Trademarks are used, to hold the same unto Assignee absolutely.

IN WITNESS WHEREOF, Assignor has executed this Assignment the date and year first written above.

JEWELMONT CORPORATION

By: 

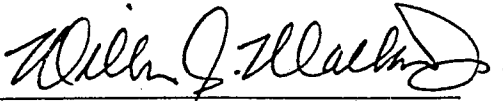
Robert K. Leeds, President

STATE OF NEW YORK )

COUNTY NEW YORK )

BEFORE ME, on this day personally appeared ROBERT K. LEEDS, known to me to be the person whose name is subscribed to the foregoing instrument on behalf of Jewelmont Corporation and acknowledged to me that they executed the same on behalf of the corporation and acknowledged to me that they executed the same on behalf of the corporation for the purposes and consideration expressed.

Subscribed to and sworn to before me this 6th day of April, 1999

  
Notary Public

WILLIAM S. WALKER, JR.  
NOTARY PUBLIC, State of New York  
No. 01WA5059754  
Qualified in Kings County  
Commission Expires May 6, 2000

SCHEDULE A

Registered Mark	Serial Number	Registration Number	Registration Date
<u>United States:</u>			
J	73-196,632	1,137,852	7/15/80
Jewelmont	72-370,512	913,304	6/8/71
Jewelmont & Design	72-128,092	740,617	11/13/62
Jewelmont & Design	72-210,355	795,218	8/31/65
G & Arrow Design	71-346,224	313,578	6/5/34
Jene	73-749,180	1,550,080	8/1/89
Triangular Design	72-370,511	919,781	9/7/71
Triangular Logo (w/o hands)	74-502,496	1,955,344	2/6/96
Jewelscope	73-309,355	1,232,553	3/29/83
Altmont	72-128,093	746,575	3/12/63
Golden Mist	74-203,710	1,812,884	12/21/93
Golden Ice	74-712,964	2,070,528	6/10/97
Carol D.	74-713,769	2,122,088	12/16/97
La Mode	72-183,630	775,348	8/18/64
Jewelstar	74-017,420	1,618,672	10/23/90
<u>Canada:</u>			
Jene	698,603	425,242	3/18/94
Triangular Design	683,975	438,943	2/10/95
Triangular Logo (w/o hands)	771,979	488,550	1/29/98
Jewelfire & Design	466,097	298,426	12/21/84