

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Finlay Fine Jewelry Corporation		01/20/2010	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Diamond Holdings SA
<b>Street Address:</b>	Rue Neuve 8
<b>Internal Address:</b>	c/o Athemis SA
<b>City:</b>	2800 - Delmont
<b>State/Country:</b>	SWITZERLAND
<b>Entity Type:</b>	CORPORATION: SWITZERLAND

**PROPERTY NUMBERS Total: 14**

Property Type	Number	Word Mark
Registration Number:	1436870	A BAILEY BANKS & BIDDLE JEWELER
Registration Number:	3006244	ARCTIC IDEAL
Registration Number:	3006305	ATTRIBUTES
Registration Number:	1123513	BAILEY BANKS & BIDDLE
Registration Number:	2311315	BAILEY BANKS & BIDDLE
Registration Number:	3175187	BELLA CLASSICA
Registration Number:	3277513	ICE FLOWERS
Registration Number:	1754387	
Registration Number:	2967890	
Registration Number:	3192183	RAFFIA
Registration Number:	2571323	THE LINEAGE DIAMOND
Registration Number:	3202127	TREASURES FOR A LIFETIME
Registration Number:	2878953	WHERE TREASURES LIVE
Registration Number:	1134848	ZELL BROTHERS

CH \$365.00 1436870

CORRESPONDENCE DATA

Fax Number: (212)969-2900  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (212) 969-3000  
Email: trademark@proskauer.com  
Correspondent Name: Jenifer deWolf Paine  
Address Line 1: Proskauer Rose LLP  
Address Line 2: 1585 Broadway  
Address Line 4: New York, NEW YORK 10036-8299

ATTORNEY DOCKET NUMBER:	28602-023/TM ASSIGNMENT
-------------------------	-------------------------

DOMESTIC REPRESENTATIVE

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Jenifer deWolf Paine
--------------------	----------------------

Signature:	/Jenifer deWolf Paine/
------------	------------------------

Date:	01/22/2010
-------	------------

Total Attachments: 3  
source=Finlay Fine Jewelry TM Assignment#page1.tif  
source=Finlay Fine Jewelry TM Assignment#page2.tif  
source=Finlay Fine Jewelry TM Assignment#page3.tif

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

WHEREAS, Finlay Fine Jewelry Corporation, a corporation organized and existing under the laws of Delaware, with offices at 529 Fifth Avenue, New York, New York 10017 (hereinafter referred to as the "ASSIGNOR") owns certain trademarks and/or service marks and registrations for said marks as listed in Schedule A hereto (hereinafter referred to as the "MARKS"); and

WHEREAS, ASSIGNOR heretofore filed a Voluntary Petition pursuant to Chapter 11 of the Bankruptcy Laws in the United States Bankruptcy Court for the Southern District of New York, which action is now identified as In re Finlay Enterprises, Inc. et al., Chapter 11 Case No. 09-14873 (JMP);

WHEREAS, by Order dated November 25, 2009, the Bankruptcy Court approved the sale of certain assets, including the MARKS, to Synergies, Corp. or its designee, free and clear of liens, claims, encumbrances and other interests, as set forth more fully therein;

WHEREAS, Diamond Holdings SA, a corporation organized and existing under the laws of Switzerland, with offices c/o Athemis SA, Rue Neuve 8, 2800-Delemont, Switzerland (hereinafter referred to as the "ASSIGNEE") is the designee of Synergies, Corp. and is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the MARKS, together with the goodwill of the business symbolized by the MARK;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the full

receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its right, title and interest in and to the MARKS, together with the goodwill of the business symbolized by the MARKS, and the right to sue and recover for past infringement thereof.

IN WITNESS WHEREOF, ASSIGNOR, has caused this Assignment to be duly executed by its officer thereunto duly authorized as of the 20<sup>th</sup> day of January, 2010.

Finlay Fine Jewelry Corporation

By: 

Name: BONNI G. DAVLI

Title: V.P., SECRETARY  
& GENERAL COUNSEL

Sworn to and subscribed before me  
this 20<sup>th</sup> day of January, 2010.

  
Notary Public

SHANNA HENDLEY  
Notary Public - State of New York  
No. 01HE6117065  
Qualified in Queens County  
My Commission Expires October 18, 20 12

SCHEDULE A

<u>Mark</u>	<u>Registration No.</u>	<u>Issue Date</u>
.A BAILEY BANKS & BIDDLE JEWELER	1,436,870	04/14/87
ARCTIC IDEAL	3,006,244	10/11/05
ATTRIBUTES	3,006,305	10/11/05
BAILEY BANKS & BIDDLE	1,123,513	07/31/79
BAILEY BANKS & BIDDLE (stylized)	2,311,315	01/25/00
BELLA CLASSICA	3,175,187	11/21/06
ICE FLOWERS	3,277,513	08/07/07
MISC. DESIGN (SINGLE UNICORN)	1,754,387	02/23/93
MISCELLANEOUS DESIGN (UNICORN)	2,967,890	07/12/05
RAFFIA	3,192,183	01/02/07
THE LINEAGE DIAMOND	2,571,323	05/21/02
TREASURES FOR A LIFETIME	3,202,127	01/23/07
WHERE TREASURES LIVE	2,878,953	08/31/04
ZELL BROTHERS	1,134,848	05/06/80