

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
|---------------------------------|----------|----------------|-----------------------|
| Finlay Fine Jewelry Corporation | | 01/20/2010 | CORPORATION: NEW YORK |

RECEIVING PARTY DATA

| | |
|--------------------------|--------------------------|
| Name: | Diamond Holdings SA |
| Street Address: | Rue Nueve 8 |
| Internal Address: | c/o Athemis SA |
| City: | 2800-Delemont |
| State/Country: | SWITZERLAND |
| Entity Type: | 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 |

OP \$365.00 1436870

CORRESPONDENCE DATA

Fax Number: (212)684-3999
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Email: bcooper@grr.com
Correspondent Name: Barry A. Cooper
Address Line 1: 270 Madison Avenue
Address Line 2: 8th Floor
Address Line 4: New York, NEW YORK 10016

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| ATTORNEY DOCKET NUMBER: | 5915/001 |
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DOMESTIC REPRESENTATIVE

Name: Barry A. Cooper
Address Line 1: 270 Madison Avenue
Address Line 2: 8th Floor
Address Line 4: New York, NEW YORK 10016

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| NAME OF SUBMITTER: | Barry A. Cooper |
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| Signature: | /Barry A. Cooper/ |
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| Date: | 01/22/2010 |
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Total Attachments: 3
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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 20th day of January, 2010.

Finlay Fine Jewelry Corporation

By: 

Name: BONNI G. DAVIS

Title: V.P., SECRETARY
& GENERAL COUNSEL

Sworn to and subscribed before me
this 20th 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 |