

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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		05/28/2010	CORPORATION:
RECEIVING PARTY DATA			
Name:	Windsor Jewelers, Inc.		
Street Address:	589 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1916315	HOT-NOT	
Registration Number:	2959084	LUXURIA FINE JEWELRY	
Registration Number:	3021457	LUXURIAFINEJEWELRY.COM	
Registration Number:	2939256	SHARE THE INDULGENCE	
CORRESPONDENCE DATA			
Fax Number:	(212)922-9335		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 922-9250		
Email:	ALieberman@ganfershore.com		
Correspondent Name:	Arthur M. Lieberman		
Address Line 1:	360 Lexington Avenue		
Address Line 2:	c/o Ganfer & Shore LLP		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	WINDSOR/FINLAY ASSIGN		
NAME OF SUBMITTER:	Arthur M. Lieberman		

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TRADEMARK
REEL: 004215 FRAME: 0882

Signature:	/Arthur M. Lieberman/
Date:	06/01/2010
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ASSIGNMENT

WHEREAS, FINLAY FINE JEWELRY CORPORATION, having its principal place of business at 1350 Ave. of the Americas, 3rd Fl., New York, New York 10019 (“Assignor”) is the owner of all right, title and interest in and to the trademarks, domain names, and trade names listed on Schedule I hereto, as well as the associated common law marks (collectively, the “Marks”);

WHEREAS, WINDSOR JEWELERS, INC., a New York corporation having its principal place of business at 589 Fifth Avenue, New York, New York 10017 (“Assignee”), desires to acquire the Marks;

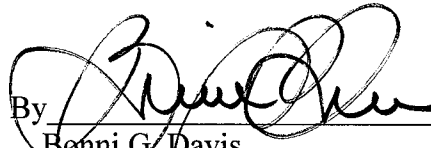
WHEREAS on August 5, 2010, Assignor and its affiliated debtors commenced a voluntary case under chapter 11 of title 11 of the United States Code in the Bankruptcy Court for the Southern District of New York (the “Bankruptcy Court”) that is being jointly administered under case number 09-14873 (JMP);

WHEREAS on April 27, 2010, the Bankruptcy Court entered *The Order Pursuant to Sections 105(a) and 363 of the Bankruptcy Code and Bankruptcy Rules 6004 and 9014 Authorizing the Sale of Assets Free and Claim of Liens, Claims, Encumbrances and Other Interests* [Docket No. 624] (the “Sale Order”) authorizing, among other things, the sale of the Marks to Assignee.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer, pursuant to and in accordance with the terms of the Sale Order, to Assignee all rights, title, and interests in and to the Marks, as well as all goodwill associated therewith, the same to be held and

enjoyed by Assignee, its successors, and assigns forever and to the full end of the terms
for which the Marks are registered and any renewals of the terms thereof.

FINLAY FINE JEWELRY CORPORATION

By  _____
Benni G. Davis
V.P., Secretary & General Counsel

Dated: May 28, 2010

Schedule I

FINLAY FINE JEWELRY CORPORATION
INTELLECTUAL PROPERTY FOR SALE

<u>NAME</u>	<u>STATE/ COUNTRY</u>	<u>REGISTRATION OR SERIAL NO.</u>	<u>DATE FILED DATE ISSUED</u>	<u>DECLARATION OF USE/ RENEWAL DUE</u>
FINLAY.BIZ	Internet	Domain Name	11/07/01	12/13/10
FINLAY ENTERPRISES.COM	Internet	Domain Name	08/14/98	08/13/10
FINLAYENTERPRISES.BIZ	Internet	Domain Name	11/07/01	12/13/10
FINLAY FINE JEWELRY	U.S.A.	Trade Name	—	—
FINLAYFINEJEWELRY.COM	Internet	Domain Name	01/22/99	01/22/12
FINLAYFINEJEWELRY.BIZ	Internet	Domain Name	11/07/01	12/13/10
FINLAYFINEJEWELRY.US	Internet	Domain Name	05/09/07	05/08/11
FINLAYFINE.COM	Internet	Domain Name	07/27/98	07/26/10
FINLAYJEWELRY.COM	Internet	Domain Name	06/25/99	06/25/10
FNLY.COM	Internet	Domain Name	02/20/96	02/21/11
FNLY.BIZ	Internet	Domain Name	11/07/01	12/13/10
HOT-NOT (Stylized)	U.S.A.	TM Reg. #1,916,315	09/05/95	09/05/15
		U.S. Patent #5,526,257	06/11/96	N/A-To expire 10/31/14
		Copyright Reg. #TXU-670-007	01/30/95	75 years (unrenewable)
LUXURIA FINE JEWELRY and Design	U.S.A.	TM Reg. #2,959,084	06/07/05	06/07/11
LUXURIAFINEJEWELRY.COM	Internet	Domain Name	09/11/03	09/11/11
	U.S.A.	TM Reg. #3,021,457	11/29/05	11/29/11
LUXURIAINC.COM	Internet	Domain Name	08/14/03	08/14/11

<u>NAME</u>	<u>STATE/ COUNTRY</u>	<u>REGISTRATION OR SERIAL NO.</u>	<u>DATE FILED DATE ISSUED</u>	<u>DECLARATION OF USE/ RENEWAL DUE</u>
LUXURIAJEWELRY.COM	Internet	Domain Name	08/14/03	08/14/11
SHARE THE INDULGENCE	U.S.A.	TM Reg. #2,939,256	04/12/05	04/12/11