

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JPMorgan Chase Bank, N.A.		07/02/2010	Bank:
RECEIVING PARTY DATA			
Name:	LJOW Holdings LLC		
Street Address:	500 Seventh Avenue		
Internal Address:	12th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3475169	LEADING JEWELERS OF THE WORLD	
Registration Number:	3475170	LEADING JEWELERS OF THE WORLD	
Serial Number:	77205827	PREFERRED JEWELERS OF THE WORLD	
Serial Number:	77205890	PREFERRED JEWELERS OF THE WORLD	
CORRESPONDENCE DATA			
Fax Number:	(917)206-4371		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2125547834		
Email:	mkurzweil@mosessinger.com		
Correspondent Name:	Marc S. Kurzweil		
Address Line 1:	405 Lexington Avenue		
Address Line 2:	12th Floor		
Address Line 4:	New York, NEW YORK 10174		
ATTORNEY DOCKET NUMBER:	011929-0102		

CH \$115.00 3475169

900166258

**TRADEMARK
 REEL: 004237 FRAME: 0017**

NAME OF SUBMITTER:	Marc S. Kurzweil
Signature:	/Marc S. Kurzweil/
Date:	07/06/2010
<p>Total Attachments: 8 source=2 park#page1.tif source=2 park#page2.tif source=2 park#page3.tif source=2 park#page4.tif source=Trademark Release Agreement#page1.tif source=Trademark Release Agreement#page2.tif source=Trademark Release Agreement#page3.tif source=Trademark Release Agreement#page4.tif</p>	

TO: ROBERT S. BRODER COMPANY: 2 PARK AVENUE

APR 22 2009 3:13 PM FR HERRICK FEINSTEIN 02 1500 02 TO *8688*108180077* P.03/14

04/22/2009

700406086

TO: ROBERT S. BRODER COMPANY: 2 PARK AVENUE

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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04/16/2009
900131932

SUBMISSION TYPE:		CORRECTIVE ASSIGNMENT	
NATURE OF CONVEYANCE:		Corrective Assignment to correct the nature of the conveyance to read a Security Interest previously recorded on Real 003967 Frame 0722. Assignor(s) hereby confirms the Security Interest	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LJOW HOLDINGS LLC		03/27/2009	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	JP MORGAN CHASE BANK, N.A., as Administrative Agent		
Street Address:	270 Park Avenue		
Internal Address:	44th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	National Banking Association		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3475169	LEADING JEWELERS OF THE WORLD	
Registration Number:	3475170	LEADING JEWELERS OF THE WORLD	
Serial Number:	77205827	PREFERRED JEWELERS OF THE WORLD	
Serial Number:	77206890	PREFERRED JEWELERS OF THE WORLD	
CORRESPONDENCE DATA			
Fax Number:	(212)545-3309		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	rbroder@herrick.com		
Correspondent Name:	Robert S. Broder		
Address Line 1:	2 Park Avenue		
Address Line 2:	Herrick, Feinstein LLP		
Address Line 4:	New York, NEW YORK. 10016-8301		

PAGE 39 * RCVD AT 4/21/2009 5:43:33 PM [Eastern Daylight Time] * SVR: NYFX01/4 * DNIS: 3499 * CSID: USPTO * DURATION (mm:ss): 04:34

PAGE 4/5 * RCVD AT 4/23/2009 10:09:54 AM [Eastern Daylight Time] * SVR: NYFX01/4 * DNIS: 3499 * CSID: USPTO * DURATION (mm:ss): 02:54

TO:ROBERT S. BRODER COMPANY:2 PARK AVENUE

APR 22 2009 3:14 PM FR HERRICK FEINSTEIN 02 1500 02 TO *8688*108180077* P.04/14

TO:ROBERT S. BRODER COMPANY:2 PARK AVENUE

ATTORNEY DOCKET NUMBER:	10818-0077
NAME OF SUBMITTER:	Robert S. Broder
Signature:	/s/
Date:	04/16/2009
Total Attachments: 5 source=Jewelry assign#page1.tif source=Jewelry assign#page2.tif source=Jewelry assign#page3.tif source=Jewelry assign#page4.tif source=Jewelry assign#page5.tif	

**TERMINATION AND RELEASE OF SECURITY INTEREST
IN TRADEMARKS**

TERMINATION AND RELEASE OF SECURITY INTERESTS IN TRADEMARKS

("Release"), dated as of the 2nd day of July 2010, by **JPMORGAN CHASE BANK, N.A.**, acting as Agent for itself and the Lenders (as defined in the Credit Agreement (as defined below)), having an office at 270 Park Avenue, New York, NY 10017 (in such capacity the "Agent").

WITNESSETH:

WHEREAS, on March 27, 2009, Diamlink Inc., Diamlink Jewelry Inc., Jewelry Marketing Company, LLC, a New York limited liability company ("JMC") and LJOW Holdings LLC, a New York limited liability company ("LJOW"; together with JMC, the "Grantors"; and collectively, the "Borrowers"), the other Loan Parties (as defined in the Credit Agreement) party thereto, the Lenders party thereto, and the Agent entered into that certain Credit Agreement (as amended, restated, amended and restated, or otherwise modified, the "Credit Agreement");

WHEREAS, pursuant to the Credit Agreement, the Borrowers and the Agent entered into that certain Security Agreement dated as of March 27, 2009 (the "Security Agreement");

WHEREAS, pursuant to the Credit Agreement and the Security Agreement, the Grantors entered into that certain Trademark Security Agreement dated as of March 27, 2009 (the "Trademark Security Agreement") with the Agent;

WHEREAS, pursuant to the Credit Agreement, the Security Agreement and the Trademark Security Agreement (collectively the "Security Agreements"), the Grantors granted a security interest to the Agent in certain collateral as defined in said Security Agreements,

including their respective U.S. trademark registrations and applications listed in Schedule I hereto (the “Trademarks”) and the other properties and rights described in the Trademark Security Agreement (collectively, the “Trademark Collateral”):

WHEREAS, the Trademark Security Agreement was recorded in the United States Patent and Trademark Office at reel/frame 003967/0866 with respect to JMC and reel/frame 003967/0722 with respect to LJOW; and

WHEREAS, the Borrowers and the Agent, on behalf of the Lenders, have agreed to terminate the Credit Agreement and the Agent wishes to release its security interest in and to the Trademark Collateral.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

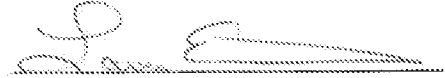
1. The Agent hereby releases its lien upon and security interest in, to and under any right, title and interest which it may have in and to all the Trademark Collateral, and discharges, quit claims and relinquishes unto the Grantors (in each case without recourse and without any representation or warranty) any and all right, title and interest it has in, to and under the Trademark Collateral.

2. This Release may be filed by the Agent or the Grantors or their designees with the United States Patent and Trademark Office without further notice.

[Remainder of page intentionally left blank.]

IN WITNESS WHEREOF, the undersigned has caused this Release to be
duly executed on the day and year first above written.

JPMORGAN CHASE BANK, N.A., as Agent



Name: Lane E. Smith

Title: Vice President

SCHEDULE I

Registrations:

<u>OWNER</u>	<u>REGISTRATION NUMBER</u>	<u>TRADEMARK</u>
JEWELRY MARKETING COMPANY, LLC	3441375	LEADING DIAMOND MINES OF THE WORLD
JEWELRY MARKETING COMPANY, LLC	3468595	DIAMOND MINE ALLIANCE
JEWELRY MARKETING COMPANY, LLC	3422131	REVV
JEWELRY MARKETING COMPANY, LLC	3422132	REVV
JEWELRY MARKETING COMPANY, LLC	3122095	PASSONSTONE
JEWELRY MARKETING COMPANY, LLC	3128143	DULCET DIAMONDS
JEWELRY MARKETING COMPANY, LLC	3392995	COLOR ME BELLA
LJOW HOLDINGS LLC	3475169	LEADING JEWELERS OF THE WORLD
LJOW HOLDINGS LLC	3475170	LEADING JEWELRS OF THE WORLD

Applications:

<u>OWNER</u>	<u>APPLICATION NUMBER</u>	<u>TRADEMARK</u>
LJOW HOLDINGS LLC	77205827	PREFERRED JEWELERS OF THE WORLD
LJOW HOLDINGS LLC	77205890	PREFERRED JEWELERS OF THE WORLD
JEWELRY MARKETING COMPANY, LLC	77040399	MINE CONNECTIONS
JEWELRY MARKETING COMPANY, LLC	77040419	MINE TO MARKET DIAMOND ALLIANCE
JEWELRY MARKETING COMPANY, LLC	77040439	PREFERRED DIAMOND MINES OF THE WORLD
JEWELRY MARKETING COMPANY, LLC	77307780	FIERO
JEWELRY MARKETING COMPANY, LLC	77435658	AFFIANCE
JEWELRY MARKETING COMPANY, LLC	77435688	LUNE D' ARGENT