

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
Robert Lee Morris, Inc.		06/30/2011	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Haskell Jewels, LLC		
Street Address:	390 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1647154	ROBERT LEE MORRIS	
Registration Number:	1709927	RLM	
Registration Number:	1780323	ROBERT LEE MORRIS	
Registration Number:	1813398	ROBERT LEE MORRIS	
Registration Number:	2092323	RLM	
CORRESPONDENCE DATA			
Fax Number:	(212)541-4630		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-541-2000		
Email:	nyuspto@bryancave.com		
Correspondent Name:	Patricia L. Werner/Bryan Cave LLP		
Address Line 1:	1290 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10104		
ATTORNEY DOCKET NUMBER:	0320852/HASKELL/RLM		

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**TRADEMARK
 REEL: 004572 FRAME: 0798**

NAME OF SUBMITTER:	Patricia L. Werner
Signature:	/patricialwerner/
Date:	06/30/2011
Total Attachments: 4 source=haskell TM assignments#page1.tif source=haskell TM assignments#page2.tif source=haskell TM assignments#page3.tif source=haskell TM assignments#page4.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, dated as of June 30, 2011, is made by and between ROBERT LEE MORRIS, INC., a New York corporation with a business address at 233 Spring Street, New York, NY 10013 ("Assignor") and HASKELL JEWELS, LLC, a Delaware limited liability company with a business address at 390 Fifth Avenue, New York, NY 10018 ("Assignee").

WHEREAS, pursuant to an Asset Purchase Agreement, dated as of June 30, 2011, by and between Assignor and Assignee (the "Asset Purchase Agreement"), Assignee has agreed to acquire from Assignor, and Assignor has agreed to sell to Assignee, all of Assignor's right, title and interest in and to the trademarks set forth on the attached Trademarks Schedule (the "Marks"), including all rights under common law, the corresponding registrations and applications therefor, the goodwill appurtenant thereto, and the right to recover damages and profits for past, present and future infringements thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and convey unto Assignee all of Assignor's right, title and interest in and to the Marks, free and clear of any and all Liens (as defined in the Asset Purchase Agreement), including all rights under common law, the corresponding registrations and applications therefor, and the goodwill appurtenant thereto; and Assignor does hereby further assign, sell, transfer and convey unto Assignee any and all claims of Assignor for past infringement and any and all causes of action of Assignor with respect to or arising out of the Marks, along with the right to recover damages and profits for past infringements thereof.

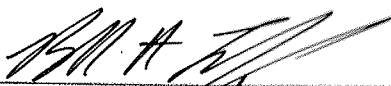
Assignor agrees to execute and deliver at the request of Assignee, all necessary documents, papers, instruments, and assignments in order to assign the Marks to Assignee, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Marks in Assignee and to provide evidence to support any of the foregoing in the event such evidence is reasonably deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the undersigned have duly executed this Trademark Assignment as of the date first written above.

HASKELL JEWELS, LLC

ROBERT LEE MORRIS, INC.

By: 

By: _____

Name:
Title:

CEO / *Brett H Finck*

Name:
Title:

{Signature Page to Trademark Assignment}

IN WITNESS WHEREOF, the undersigned have duly executed this Trademark Assignment as of the date first written above.

HASKELL JEWELS, LLC

ROBERT LEE MORRIS, INC.

By: _____
Name:
Title:

By: 
Name: LESTER FRIEDLANDER
Title: PRESIDENT

{Signature Page to Trademark Assignment}

TRADEMARK
REEL: 004572 FRAME: 0802

TRADEMARKS SCHEDULE

U.S. TRADEMARK REGISTRATIONS

<u>MARK</u>	<u>REG. DATE</u>	<u>REG. NO.</u>
ROBERT LEE MORRIS	June 11, 1991	1647154
RLM	August 25, 1992	1709927
ROBERT LEE MORRIS	July 6, 1993	1780323
ROBERT LEE MORRIS	December 28, 1993	1813398
RLM	August 26, 1997	2092323

NON-U.S. TRADEMARK REGISTRATIONS

<u>MARK</u>	<u>COUNTRY</u>	<u>REG. NO.</u>
RLM	United Kingdom	1465123
RLM	Japan	2542147
RLM	Switzerland	392,018
RLM	Japan	2567449
RLM	Japan	2585264
ROBERT LEE MORRIS	Benelux	502125
ROBERT LEE MORRIS	China	1150282
ROBERT LEE MORRIS	France	1710735
ROBERT LEE MORRIS	United Kingdom	1448743
ROBERT LEE MORRIS	Hong Kong	B01757 B01491 B01490 B02541 B04181
ROBERT LEE MORRIS	Japan	2212390
ROBERT LEE MORRIS	Puerto Rico	32514
ROBERT LEE MORRIS	Singapore	T92/00753B
ROBERT LEE MORRIS	Switzerland	390588
ROBERT LEE MORRIS	Japan	4170431