

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
Jewelamerica Inc.		08/11/2011	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Sterling Jewelers Inc.		
Street Address:	375 Ghent Road		
City:	Akron		
State/Country:	OHIO		
Postal Code:	44333		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85271751	SHADES OF AUSTRALIA	
CORRESPONDENCE DATA			
Fax Number:	(216)241-2824		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3308645550		
Email:	jcunniff@hahnlaw.com		
Correspondent Name:	John J. Cunniff		
Address Line 1:	Hahn Loeser & Parks, LLP		
Address Line 2:	One GOJO Plaza, Suite 300		
Address Line 4:	Akron, OHIO 44311-1076		
ATTORNEY DOCKET NUMBER:	202476.00115		
NAME OF SUBMITTER:	John J. Cunniff		
Signature:	/John J. Cunniff/		
Date:	08/17/2011		
Total Attachments: 1 source=SHADES_OF_AUSTRALIA_Assignment_Aug2011#page1.tif			

CH \$40.00 85271751

Trademark Assignment

This Trademark Assignment, is entered into by and between Jewelamerica Inc., a New York corporation, with a principal place of business at 4th Floor, 30-30 47th Avenue, Long Island City, NY 11101 ("Assignor"), and Sterling Jewelers Inc., a Delaware corporation having a principal place of business at 375 Ghent Road, Akron, Ohio 44333 ("Assignee");

WHEREAS, Assignor has adopted, owns, is using, or has the intent to use the trademark SHADES OF AUSTRALIA ("the Trademark"), and in addition to any state or common-law rights in the Trademark, owns federal registration application Serial No. 85/271,751, filed March 20, 2011, for the Trademark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein;

WHEREAS, Assignee desires to acquire the entire right, title and interest in the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the above-identified registration application as part of the entire portion of the business to which the mark pertains as required by 15 U.S.C. § 1060, together with the goodwill of the business symbolized by the Trademark, and any state or common-law rights in the Trademark.

Jewelamerica Inc.

By: [Signature]

Title: CEO

Date: 8-1-11

Sterling Jewelers Inc.

By: [Signature]

Title: V.P. & SECRETARY

Date: 08-17-11

Dated effective as of:

SUBSCRIBED and SWORN to before me by John Esposito for Jewelamerica Inc. this 11 of August 2011.

Notary Public

LAVINA E. RODNEY
Notary Public - State of New York
No. 01RO6201175
My Commission Expires
March 20, 2013

My Commission Expires:

[Signature] 8-1-11