

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
Windsor Jewelers, Inc.		01/31/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Hearts On Fire Company LLC		
Street Address:	99 Summer Street		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02110		
Entity Type:	LIMITED LIABILITY COMPANY: MASSACHUSETTS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2865661	PERFECT MOMENT	
Registration Number:	2559977	PERFECT LOVE	
CORRESPONDENCE DATA			
Fax Number:	(617)204-4470		
Email:	tberard@heartsonfire.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Tish L. Berard		
Address Line 1:	99 Summer Street		
Address Line 4:	Boston, MASSACHUSETTS 02110		
NAME OF SUBMITTER:	Tish L. Berard		
Signature:	/Tish L. Berard/		
Date:	02/22/2012		
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ASSIGNMENT OF TRADEMARK

WHEREAS, Windsor Jewelers, Inc., a New York corporation with an address at 589 Fifth Avenue, New York, NY 10017 ("Assignor"), is the sole and exclusive owner of the trademarks described in **Schedule A**, attached hereto and made a part hereof.

WHEREAS, Hearts On Fire Company, LLC, a Massachusetts limited liability company with an address at 99 Summer Street, Boston, MA 02110 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the trademarks and any registrations and applications for registration thereof.

NOW, THEREFORE, for and in consideration of the sum of Ten Thousand Dollars U.S. (\$10,000.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, transfer, convey and assign to said Assignee the entire right, title and interest of Assignor in, to and under the PERFECT MOMENT and PERFECT LOVE trademarks and any registrations and applications for registration thereof, including United States Registration Nos. 2,865,661 and 2,559,977 (the "Trademarks"), together with all goodwill (if any) associated with and symbolized by the Trademarks, and all rights and privileges of Assignor granted and secured thereby, including but not limited to the right of Assignor to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee for its own use and benefit and for the use and benefit of its successors and assigns as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment had not been made. Assignor further agrees, at the reasonable request and expense of Assignee, to execute documents and that shall be required in order for Assignee to secure the rights assigned to Assignee hereunder.

AND, said Assignor hereby covenants that, to its knowledge, it has full right to convey the entire interest herein assigned, along with the goodwill (if any) of that portion of its business which has developed the services to which the Trademark pertains. The foregoing assignment is made "As Is", without any representations or warranties, express or implied, of any kind or nature, except that Assignor represents and warrants that it has not sold or otherwise assigned the Trademarks to a third party.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment, this 31 day of January, 2012.

By: WINDSOR JEWELERS, INC.
Name: Paul Roberts
Title: President