

## 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
Spirit of Shamballa, Inc.		10/03/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Shamballa Jewels ApS		
Street Address:	Gronnegade 36, Ground Floor		
City:	Copenhagen		
State/Country:	DENMARK		
Postal Code:	DK 1107		
Entity Type:	CORPORATION: DENMARK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85533394	SPIRIT OF SHAMBALLA	
CORRESPONDENCE DATA			
Fax Number:	8669471121		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	585-263-1065		
Email:	nytm@nixonpeabody.com		
Correspondent Name:	Kristen M. Walsh, Nixon Peabody LLP		
Address Line 1:	1300 Clinton Square		
Address Line 4:	Rochester, NEW YORK 14604		
ATTORNEY DOCKET NUMBER:	54545-4		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Kristen M. Walsh

Signature:

/kristenmwash/

Date:

11/01/2012

Total Attachments: 1

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**ASSIGNMENT OF TRADEMARK**

This ASSIGNMENT (the "Assignment") is made by Spirit of Shamballa, Inc., a New York corporation, having its principal place of business at 10 Bank Street, Suite 560, White Plains, NY 10606 ("Spirit of Shamballa"), to Shamballa Jewels ApS, a corporation organized under the laws of Denmark having an address at Grønnegade 36 Ground Floor, DK 1107 Copenhagen, Denmark ("Shamballa Jewels").

WHEREAS, Spirit of Shamballa has adopted the mark SPIRIT OF SHAMBALLA for which Spirit of Shamballa owns U.S. Trademark Application Serial No. 85/533,394 (the "'394 Application") and all common law rights associated therewith;

WHEREAS, Spirit of Shamballa has agreed to assign to Shamballa Jewels all of Spirit of Shamballa's right, title and interest in and to the mark SPIRIT OF SHAMBALLA, including the '394 Application, and Shamballa Jewels has agreed to accept said assignment;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Sprit of Shamballa hereby assigns, transfers and conveys to Shamballa Jewels, and Shamballa Jewels hereby accepts from Spirit of Shamballa, all of Spirit of Shamballa's right, title and interest in and to the mark SPIRIT OF SHAMBALLA, including the '394 Application, together with all of the goodwill of the business symbolized by mark SPIRIT OF SHAMBALLA with the right to recover for damages and profits and all other remedies for past infringement, dilution, and other violations thereof by third parties other than Elena Castenda, Bling Jewelry, Inc., and ejeweler.com LLC d/b/a overstockjeweler.com.

This Assignment may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument. Each signatory to this Assignment expressly represents and warrants that he/she has the authority to bind such party to this Assignment.

Executed this 3 day of Oct, 2012.

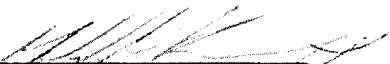
Assignor: SPIRIT OF SHAMBALLA, INC.

By: 

Name: Elena Castaneda

Title: President of Spirit of Shamballa, Inc.

Assignee: SHAMBALLA JEWELS ApS

By: 

Name: Mikkel Kornerup

Title: CEO of Shamballa Jewels ApS