

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ROBBINS BROS. JEWELRY, INC.		02/15/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	FIRST NIAGARA COMMERCIAL FINANCE, INC.		
Street Address:	3 Allied Drive, Suite 210		
City:	Dedham		
State/Country:	MASSACHUSETTS		
Postal Code:	02026		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3606538	THE ELITE DIAMOND	
Registration Number:	4187892	ONLY FOR YOU	
Registration Number:	4177004	BLOSSOM AMOUR	
CORRESPONDENCE DATA			
Fax Number:	8004947512		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2023704761		
Email:	tfahey@nationalcorp.com		
Correspondent Name:	Thomas Fahey		
Address Line 1:	1100 G Street NW, Suite 420		
Address Line 2:	National Corporate Research, Ltd.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005		
ATTORNEY DOCKET NUMBER:	F143689		
NAME OF SUBMITTER:	Janet S. Wamsley		

OP \$90.00 3606538

Signature:	/Janet S. Wamsley/
Date:	02/27/2013
Total Attachments: 4 source=DOC017#page2.tif source=DOC017#page3.tif source=DOC017#page4.tif source=DOC017#page5.tif	

GRANT OF SECURITY INTEREST
IN UNITED STATES TRADEMARKS

February 15, 2013

FOR GOOD AND VALUABLE CONSIDERATION, receipt and sufficiency of which are hereby acknowledged, ROBBINS BROS. JEWELRY, INC., a Delaware corporation (the "Grantor"), hereby grants to FIRST NIAGARA COMMERCIAL FINANCE, INC., a wholly-owned subsidiary of First Niagara Bank, N.A. (the "Grantee"), a continuing security interest in (i) all of the Grantor's right, title and interest in, to and under to the United States trademarks, trademark registrations and trademark applications (the "Marks") set forth on Schedule A attached hereto, (ii) all proceeds and products of the Marks, (iii) the goodwill of the businesses with which the Marks are associated and (iv) all causes of action arising prior to or after the date hereof for infringement of any of the Marks or unfair competition regarding the same.

THIS GRANT is made to secure the satisfactory performance and payment of all the Secured Obligations of the Grantor, as such term is defined in the Security Agreement by and between the Grantor and the Grantee, dated as of July 8, 2011 (as amended, restated, supplemented or otherwise modified and in effect from time to time, the "Security Agreement"). The rights and remedies of the Grantee with respect to the security interest granted herein are as set forth in the Security Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Grant are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern.

[remainder of page intentionally left blank]

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

ROBBINS BROS. JEWELRY, INC., as Grantor

By: Bruce L. Ross
Name: Bruce Ross
Title: Executive Vice President, Chief Financial
Officer and Treasurer

FIRST NIAGARA COMMERCIAL FINANCE,
INC., a wholly-owned subsidiary of First Niagara
Bank, N.A., as Grantee

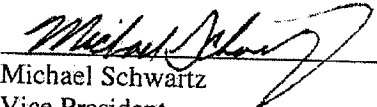
By: _____
Name: Michael Schwartz
Title: Vice President

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

ROBBINS BROS. JEWELRY, INC., as Grantor

By: _____
Name: _____
Title: _____

FIRST NIAGARA COMMERCIAL FINANCE,
INC., a wholly-owned subsidiary of First Niagara
Bank, N.A., as Grantee

By: 
Name: Michael Schwartz
Title: Vice President

Signature Page to Grant of Security Interest in United States Trademarks

TRADEMARK
REEL: 004971 FRAME: 0171

SCHEDULE A

Mark	Application/ Registration No.	Application/ Registration Date
ELITE DIAMONDS	3,606,538	04/14/2009
ONLY FOR YOU	4,187,892	08/07/2012
BLOSSOM AMOUR	4,177,004	07/17/2012

Schedule A to Grant of Security Interest in United States Trademarks