

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT																										
EFFECTIVE DATE:	02/11/1996																										
CONVEYING PARTY DATA																											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Mayor's Jewelers Intellectual Property Holding Company</td> <td></td> <td>09/17/2013</td> <td>CORPORATION: DELAWARE</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Mayor's Jewelers Intellectual Property Holding Company		09/17/2013	CORPORATION: DELAWARE																
Name	Formerly	Execution Date	Entity Type																								
Mayor's Jewelers Intellectual Property Holding Company		09/17/2013	CORPORATION: DELAWARE																								
RECEIVING PARTY DATA																											
<table border="1"> <tr> <td>Name:</td> <td colspan="3">Mayor's Jewelers of Florida, Inc.</td> </tr> <tr> <td>Street Address:</td> <td colspan="3">5870 North Hiatus Road</td> </tr> <tr> <td>City:</td> <td colspan="3">Tamarac</td> </tr> <tr> <td>State/Country:</td> <td colspan="3">FLORIDA</td> </tr> <tr> <td>Postal Code:</td> <td colspan="3">33321</td> </tr> <tr> <td>Entity Type:</td> <td colspan="3">CORPORATION: FLORIDA</td> </tr> </table>				Name:	Mayor's Jewelers of Florida, Inc.			Street Address:	5870 North Hiatus Road			City:	Tamarac			State/Country:	FLORIDA			Postal Code:	33321			Entity Type:	CORPORATION: FLORIDA		
Name:	Mayor's Jewelers of Florida, Inc.																										
Street Address:	5870 North Hiatus Road																										
City:	Tamarac																										
State/Country:	FLORIDA																										
Postal Code:	33321																										
Entity Type:	CORPORATION: FLORIDA																										
PROPERTY NUMBERS Total: 1																											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>1236663</td> <td>MAYORS</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	1236663	MAYORS																		
Property Type	Number	Word Mark																									
Registration Number:	1236663	MAYORS																									
CORRESPONDENCE DATA																											
Fax Number: 2029555564																											
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>																											
Email: kimberly.hoover@hklaw.com																											
Correspondent Name: Kimberly Hoover																											
Address Line 1: 800 17th Street NW																											
Address Line 4: Washington, DISTRICT OF COLUMBIA 20006																											
ATTORNEY DOCKET NUMBER:	106782-7																										
NAME OF SUBMITTER:	Kimberly Hoover, Legal Assistant																										
Signature:	/Kimberly Hoover/																										
Date:	09/18/2013																										
Total Attachments: 1 source=MAYORS signed assignment#page1.tif																											

OP \$40.00 1236663

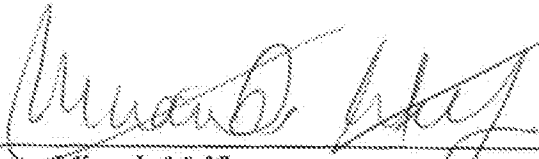
NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, Mayor's Jewelers Intellectual Property Holding Company, a Delaware corporation, having a place of business at 5870 North Hiatus Road, Tamarac, Florida 33321 (hereinafter "Assignor"), is the owner of the Trademark MAYOR'S, registration no. 1236663 and;

WHEREAS, Assignor has sold, assigned and transferred unto Mayor's Jewelers of Florida, Inc., a Florida corporation, having a place of business at 5870 North Hiatus Road, Tamarac, Florida 33321 (hereinafter "Assignee"), all of its right, title, interest and the goodwill of the business symbolized by the aforementioned Trademark.

WHEREAS, the parties are now desirous of ratifying and confirming said sale, assignment and transfer of all right, title, interest, and the goodwill of the business symbolized by the Trademark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, transfers and sets over to Assignee, *nunc pro tunc* as of February 11, 1996 the entire right, title and interest, and the goodwill of the business symbolized by the Trademark to be held and enjoyed by the Assignee, its successors, assigns and other legal representatives. This assignment shall be binding upon the parties, their successors and/or assigns, and all others acting by, through, with or under their direction, and all those in privity therewith.


By: Miranda Melfi
Title: Vice President, Legal Affairs & Corporate Secretary
Date: September 17, 2013

#25624779_v1