

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM374983

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Standard Chartered Bank		02/29/2016	Bank: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	Jewelry Marketing Company, LLC
Street Address:	6201 E. Oltorf Street
Internal Address:	#700
City:	Austin
State/Country:	TEXAS
Postal Code:	78741
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK
Name:	LJOW Holdings LLC
Street Address:	6201 E. Oltorf Street
Internal Address:	#700
City:	Austin
State/Country:	TEXAS
Postal Code:	78741
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	3441375	LEADING DIAMOND MINES OF THE WORLD
Registration Number:	3468595	DIAMOND MINE ALLIANCE
Registration Number:	3422131	REVV
Registration Number:	3128143	DULCET DIAMONDS
Registration Number:	3392995	COLOR ME BELLA
Registration Number:	3475170	LEADING JEWELERS OF THE WORLD
Registration Number:	3422132	REVV
Registration Number:	3122095	PASSIONSTONE
Registration Number:	3592761	AFFIANCE
Registration Number:	3581550	LUNE D'ARGENT
Serial Number:	77205827	PREFERRED JEWELERS OF THE WORLD

CH \$440.00 3441375

Property Type	Number	Word Mark
Serial Number:	77205890	PREFERRED JEWELERS OF THE WORLD
Serial Number:	77040399	MINE CONNECTION
Serial Number:	77040419	MINE TO MARKET DIAMOND ALLIANCE
Serial Number:	77040439	PREFERRED DIAMOND MINES OF THE WORLD
Serial Number:	77307780	FIERO
Registration Number:	3475169	LEADING JEWELERS OF THE WORLD

CORRESPONDENCE DATA

Fax Number: 6504634199

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 6504634000

Email: samuel.berrin@hoganlovells.com, dcdocketing@hoganlovells.com

Correspondent Name: Lindsey B. Furtado

Address Line 1: Hogan Lovells US LLP

Address Line 2: 4085 Campbell Ave. Suite 100

Address Line 4: Menlo Park, CALIFORNIA 94025

ATTORNEY DOCKET NUMBER: 002383.00083

NAME OF SUBMITTER: Lindsey B. Furtado

SIGNATURE: /Lindsey B. Furtado/

DATE SIGNED: 02/29/2016

Total Attachments: 4

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

February 29, 2016

WHEREAS, Jewelry Marketing Company, LLC and LJOW Holdings LLC (collectively, the "Debtors"), are parties to a Trademark Security Agreement, dated July 2, 2010 (the "Trademark Security Agreement"), an Amended and Restated Trademark Security Agreement, dated October 15, 2012 (the "Amended Trademark Security Agreement"), and an Amended and Restated Security Agreement, dated October 15, 2012 (the "Security Agreement") by and among Debtors and Standard Chartered Bank, as administrative agent for the Lenders and/or Secured Creditors ("Administrative Agent") (all capitalized terms used but not defined herein shall have the meanings ascribed to them in the Trademark Security Agreement, Amended and Restated Trademark Security Agreement, and Security Agreement, as appropriate);

WHEREAS, Debtors granted a security interest in and lien upon certain trademarks, trademark applications, and the other Pledged Trademark Collateral to Administrative Agent;

WHEREAS, an executed copy of the Trademark Security Agreement was recorded in the United States Patent and Trademark Office on July 6, 2010 at Reel 004236, Frame 0985; and

WHEREAS, in connection with the termination of the Trademark Security Agreement, the Amended Trademark Security Agreement, and the Security Agreement, Debtors have requested that Administrative Agent release and reassign its interest, on behalf of the Lenders and the Secured Creditors, in the trademarks and trademark applications more fully identified in Schedule A annexed hereto and made a part hereof, and any other Pledged Trademark Collateral, together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Administrative Agent, on behalf of the Lenders and the Secured Creditors, hereby:

1. releases and reassigns to Debtors any and all liens, security interests, right, title and interest of Administrative Agent, on behalf of the Lenders and the Secured Creditors, pursuant to the Trademark Security Agreement, the Amended Trademark Security Agreement, and the Security Agreement in the trademarks, trademark registrations, and trademark applications more fully identified in Schedule A annexed hereto and made a part hereof, and any other Pledged Trademark Collateral, together with the goodwill of the business symbolized thereby;

2. agrees that any power of attorney or similar rights granted by Debtors to Administrative Agent pursuant to or in connection with the Trademark Security Agreement and the Amended Trademark Security Agreement is terminated; and

3. authorizes and requests that the United States Patent and Trademark Office note and record the existence of the release hereby given and the filing of Uniform Commercial Code termination statements and any other filings necessary to evidence the release and termination of Administrative Agent's rights, on behalf of the Lenders and the Secured Creditors, under the Trademark Security Agreement, the Amended Trademark Security Agreement, and the Security Agreement.


The validity, interpretation and enforcement of this Release of Security Interest in Trademarks shall be governed by the internal laws of the State of New York but excluding any principles of conflicts of law or other rule of law that would cause the application of the law of any jurisdiction other than the laws of the State of New York.

[Signature Page Follows]

IN WITNESS WHEREOF, Administrative Agent, on behalf of the Lenders and the Secured Creditors, has caused this Release of Security Interest in Trademarks to be executed by its duly authorized corporate officer as of the date first set forth above.

ADMINISTRATIVE AGENT:

STANDARD CHARTERED BANK,
as Administrative Agent

by: 

Name: VALDEST SINGH

Title: LEGAL COUNSEL.

**SCHEDULE A
TO
RELEASE OF SECURITY INTEREST IN TRADEMARKS**

Registrations

Owner	Trademark	Registration No.	Registration Date
JEWELRY MARKETING COMPANY, LLC	LEADING DIAMOND MINES OF THE WORLD	3441375	June 3, 2008
JEWELRY MARKETING COMPANY, LLC	DIAMOND MINE ALLIANCE	3468595	July 15, 2008
JEWELRY MARKETING COMPANY, LLC	REVV	3422131	May 6, 2008
JEWELRY MARKETING COMPANY, LLC	DULCET DIAMONDS	3128143	August 8, 2006
JEWELRY MARKETING COMPANY, LLC	COLOR ME BELLA	3392995	March 4, 2008
LJOW HOLDINGS LLC	LEADING JEWELERS OF THE WORLD	3475169	July 29, 2008
LJOW HOLDINGS LLC	LEADING JEWELERS OF THE WORLD	3475170	July 29, 2008
JEWELRY MARKETING COMPANY, LLC	REVV	3422132	May 6, 2008
JEWELRY MARKETING COMPANY, LLC	PASSIONSTONE	3122095	July 25, 2006
JEWELRY MARKETING COMPANY, LLC	AFFIANCE	3592761	March 17, 2009
JEWELRY MARKETING COMPANY, LLC	LUNE D' ARGENT	3581550	February 24, 2009

Applications

Owner	Trademark	Application No.	Application Date
LJOW HOLDINGS LLC	PREFERRED JEWELERS OF THE WORLD	77205827	June 14, 2007
LJOW HOLDINGS LLC	PREFERRED JEWELERS OF THE WORLD	77205890	June 14, 2007
JEWELRY MARKETING COMPANY, LLC	MINE CONNECTIONS	77040399	November 9, 2006

JEWELRY MARKETING COMPANY, LLC	MINE TO MARKET DIAMOND ALLIANCE	77040419	November 9, 2006
JEWELRY MARKETING COMPANY, LLC	PREFERRED DIAMOND MINES OF THE WORLD	77040439	November 9, 2006
JEWELRY MARKETING COMPANY, LLC	FIERO	77307780	October 18, 2007