

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM673385

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
EVERYDAY ELEGANCE JEWELRY		09/01/2021	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	RENAISSANCE JEWELRY NEW YORK, INC.		
Street Address:	3 East 54th Street, Suite # 603		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5274997	EVERYDAY ELEGANCE	
Registration Number:	6232973	EVERYDAY ELEGANCE	
Registration Number:	6232970	EVERYDAY ELEGANCE	
Registration Number:	6232972	EVERYDAY ELEGANCE	
CORRESPONDENCE DATA			
Fax Number:	5167942900		
<i>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.</i>			
Phone:	516-794-2800		
Email:	cc@devacklaw.com		
Correspondent Name:	Christine A. Chester, Esq.		
Address Line 1:	410 Jericho Tpke, Ste 201		
Address Line 4:	Jericho, NEW YORK 11753		
NAME OF SUBMITTER:	Christine A. Chester, Esq.		
SIGNATURE:	/Christine A. Chester, Esq./		
DATE SIGNED:	09/09/2021		
Total Attachments: 2			
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source=Trademark Assignment - Everyday Elegance Jewelry#page2.tif			

OP \$115.00 5274997

TRADEMARK ASSIGNMENT

This Trademark Assignment is made effective as of September 1, 2021 by and between EVERYDAY ELEGANCE JEWELRY, a California Corporation with its principal office at 12280 Lakeshore South, Auburn, CA 95602 ("Assignor") and RENAISSANCE JEWELRY NEW YORK, INC., a New York Corporation with its principal office at 3 East 54th Street, Suite # 603, New York, NY 10022 ("Assignee").

WHEREAS, Assignor owns the entire right, title, and interest in and to the trademark EVERYDAY ELEGANCE for Jewelry; Jewelry and imitation jewelry; Jewelry chains; Jewelry, namely, crosses; Jewelry, namely, stone pendants; Costume jewelry; Diamond jewelry; Gemstone jewelry; Rings; Watches, clocks, jewelry and imitation jewelry; Women's jewelry, which is registered under Registration No. 5274997 with the United States Patent & Trademark Office ("USPTO") with the registration date of August 29, 2017;

WHEREAS, Assignor owns the entire right, title, and interest in and to the trademark EVERYDAY ELEGANCE for On-line retail store services featuring jewelry, jewelry and imitation jewelry, jewelry chains, jewelry, namely, crosses, jewelry, namely, stone pendants, costume jewelry, diamond jewelry, gemstone jewelry, rings, watches, clocks, jewelry and imitation jewelry, women's jewelry, which is registered under Registration No. 6232973 with the USPTO with the registration date of December 29, 2020;

WHEREAS, Assignor owns the entire right, title, and interest in and to the following trademark:



for Jewelry; Jewelry and imitation jewelry; Jewelry chains; Jewelry, namely, crosses; Jewelry, namely, stone pendants; Rings; Costume jewelry; Diamond jewelry; Gemstone jewelry; Rings being jewelry; Watches, clocks, jewelry and imitation jewelry; Women's jewelry, which is registered under Registration No. 6232970 with the USPTO with the registration date of December 29, 2020;

WHEREAS, Assignor owns the entire right, title, and interest in and to the following trademark:



for On-line retail store services featuring Jewelry, Jewelry and imitation jewelry, Jewelry chains, Jewelry, namely, crosses, Jewelry, namely, stone pendants, Costume jewelry, Diamond jewelry, Gemstone jewelry, Rings, Watches, clocks, jewelry and imitation jewelry and Women's jewelry, which is registered under Registration No. 6232972 with

the USPTO with the registration date of December 29, 2020;

WHEREAS, Assignee desires to acquire all of Assignor's right, title, and interest, in and to all of the aforementioned trademarks (collectively "the Marks") together with all the goodwill symbolized thereby, and Assignor desires to assign all such right, title, and interest in and to the Marks to Assignee, upon the terms and conditions set forth herein.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, its successors, and assigns, all right, title, and interest in said Marks, along with the registrations and applications for registration together with the good will symbolized by the Marks throughout the United States along with the right to recover for damages and profits for past infringements of the trademark. Assignor warrants that it is the legal owner of all right, title, and interest in the Marks, that the Marks have not been otherwise previously pledged, assigned, or encumbered and that this assignment does not infringe on the rights of any person. Assignor agrees to cooperate with Assignee and to execute and deliver all papers, instruments, and assignments as may be necessary to vest all right, title, and interest in and to the aforesaid Marks, including, without limitation, recordation of the assignment in the USPTO.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their respective duly authorized representatives as of the day and year above written.

EVERYDAY ELEGANCE JEWELRY

RENAISSANCE JEWELRY
NEW YORK, INC.

By: Patricia M Faatz

By: [Signature]

Name: Patricia M. Faatz

Name: Samir Sanghani

Title: CEO

Title: Sr. V.P. Sales