

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Trademark Rights Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lydell Jewelry Design Studio, Inc.		09/12/2013	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Lydell Jewelry Design Studio, LLC		
Street Address:	c/o Stone-Goff Partners		
Internal Address:	521 Madison Avenue, Sixth Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4037669	LYDELL NYC	
Registration Number:	3960588	SYDNEY SIMONE	
Registration Number:	3960590	ZOE + SYD	
Registration Number:	4050043	LYDELL	
Serial Number:	86050590	IVY + COCO	
Serial Number:	86044779	MOKA + INDIE	
Serial Number:	86044788	ELLI + COCO	
CORRESPONDENCE DATA			
Fax Number:	6124927077		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	612-492-7000		
Email:	ip@fredlaw.com		
Correspondent Name:	Patricia A. Larson, Senior Paralegal		

OP \$190.00 4037669

Address Line 1: Fredrikson & Byron, P.A.
Address Line 2: 200 S. Sixth Street, Suite 4000
Address Line 4: Minneapolis, MINNESOTA 55402-1425

NAME OF SUBMITTER:	Patricia A. Larson
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Signature:	/Patricia A. Larson/
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Date:	11/05/2013
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Total Attachments: 2
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TRADEMARK RIGHTS ASSIGNMENT

WHEREAS, Lydell Jewelry Design Studio, Inc., a New York corporation, having a current place of business at 3 West 35th Street, 10TH Floor, New York, NY 10001 ("Assignor"), owns the trademarks, service marks, and associated applications and registrations listed in **Exhibit A** (collectively, the "Marks");

WHEREAS, Lydell Jewelry Design Studio, LLC, a Delaware limited liability company, having a place of business at c/o Stone-Goff Partners, 521 Madison Avenue, Sixth Floor, New York, NY 10022 ("Assignee"), is desirous of acquiring all of Assignor's right, title and interest in and to the Marks;

WHEREAS, Assignor and Assignee are parties to a Contribution Agreement dated as of September 12, 2013 (the "Agreement"), pursuant to which Assignor has agreed to sell to Assignee and Assignee has agreed to buy from Assignor certain assets including the Marks.

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00) and other good and valuable consideration to Assignor paid by Assignee, the receipt of which is hereby acknowledged, and in all cases subject to the terms and conditions of the Agreement, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, its entire right, title and interest in and to the Marks, the goodwill of the business associated with the Marks, all rights to seek and collect damages and other relief for past and future infringements and all proceeds thereof and all other rights and proceeds associated therewith.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed on its behalf as dated below.

LYDELL JEWELRY DESIGN STUDIO INC.

Effective Date: November 5, 2013

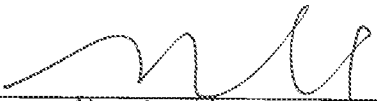
By 
Print Name: Michelle Samaya
Print Title: President

EXHIBIT A

U.S. FEDERAL TRADEMARK/SERVICE MARK REGISTRATIONS:

Trademark	Status	Registration No.	Registration Date
LYDELL NYC	Registered	4037669	10/11/2011
SYDNEY SIMONE	Registered	3960588	05/17/2011
ZOE + SYD	Registered	3960590	05/17/2011
LYDELL	Registered	4050043	11/01/2011

U.S. FEDERAL TRADEMARK/SERVICE MARK APPLICATIONS:

Trademark	Status	Application No.	Filing Date
IVY + COCO	Pending	86050590	08/28/2013
MOKA + INDIE	Pending	86044779	08/22/2013
ELLI + COCO	Pending	86044788	08/22/2013