

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM691224

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ISTAR JEWELRY LLC		11/23/2021	Limited Liability Company: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BJB Limited		
<b>Street Address:</b>	14 Kirby Street		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	EC1N8TS		
<b>Entity Type:</b>	Private Limited Company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4119636	STERLING 'N' ICE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2126843999		
<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>			
<b>Phone:</b>	2126843900		
<b>Email:</b>	efiling@grr.com		
<b>Correspondent Name:</b>	Maria A. Savio		
<b>Address Line 1:</b>	270 Madison Avenue		
<b>Address Line 2:</b>	8th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>ATTORNEY DOCKET NUMBER:</b>	9023/008		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Maria A. Savio		
<b>Address Line 1:</b>	270 Madison Avenue		
<b>Address Line 2:</b>	8th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>NAME OF SUBMITTER:</b>	Maria A. Savio		
<b>SIGNATURE:</b>	/MAS/		

CH \$40.00 4119636

<b>DATE SIGNED:</b>	11/30/2021
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<b>Total Attachments: 1</b> source=Confirmatory Trademark Assignment for STERLING 'N' ICE#page1.tif
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CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, iStar Jewelry LLC, a limited liability company formed under the laws of the State of New Jersey, USA, and having an address of 34 Maple Avenue, Pine Brook, NJ 07058, as successor-in-interest to Stanley Creations, Inc., a corporation formed under the laws of the State of Pennsylvania, USA, and having an address of 1414 Willow Avenue Melrose Park PENNSYLVANIA 19027 (hereinafter "ASSIGNOR"), owned the trademark and the United States registration therefor listed herein below:

Mark	Registration No.	Class
STERLING 'N' ICE	4,119,636	014

(hereinafter referred to as the "MARK"); and

WHEREAS, BJB Limited, a company formed under the laws of the United Kingdom, having an address at 14 Kirby Street, London, United Kingdom EC1N8TS (hereinafter "ASSIGNEE"), has acquired all of the right, title, and interest of ASSIGNOR in, to, and under the MARK, together with the goodwill of the business symbolized by the MARK pursuant to a Settlement Agreement, Assignment and General Release Of Claims dated November 23, 2021;

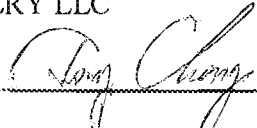
WHEREAS, this Agreement confirms ASSIGNOR's grant of its rights, title and interest in, to and under the MARK to ASSIGNEE, since at least November 23, 2021;

NOW, THEREFORE, for good and valuable consideration granted or exchanged between each other, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby now confirm that, effective as of November 23, 2021, ASSIGNOR did assign, sell, transfer, convey and grant to ASSIGNEE, its successors and assigns, all rights, title and interest in and to any and all rights that ASSIGNOR had, has, and may have in the future in, to and under the MARK, together with the goodwill of the business symbolized by the MARK.

Assignor:

ISTAR JEWELRY LLC

By: \_\_\_\_\_

  
Officer and Authorized Signatory