

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
VERIGOLD JEWELRY, INC.		10/31/2005	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	VERIGOLD.COM LTD.
Street Address:	501 Madison Avenue, 9th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Serial Number:	76544007	VERIGOLD JEWELRY
Serial Number:	78564852	STARPOINT
Serial Number:	78564855	LUCERA
Serial Number:	78575366	THIS DAY FORWARD
Serial Number:	78576355	
Serial Number:	78638212	I DO
Serial Number:	78580370	AURELLE
Serial Number:	78657967	BOMBAY DREAMS
Serial Number:	78657968	PERSONALITY RINGS
Serial Number:	78657970	I DO
Serial Number:	78695165	YOU COMPLETE ME

CORRESPONDENCE DATA

Fax Number: (212)448-0066

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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**TRADEMARK
 REEL: 003191 FRAME: 0708**

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ATTORNEY DOCKET NUMBER:	40004.004
NAME OF SUBMITTER:	Oliver R. Chernin
Signature:	/Oliver R. Chernin/
Date:	11/09/2005

Total Attachments: 2
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ASSIGNMENT OF APPLICATIONS OF MARKS

WHEREAS, VERIGOLD JEWELRY, INC., a New York corporation, having a place of business at having a place of business at 501 Madison Avenue, 9th Floor, New York, NY 10022, is using and is the owner of the following trademark, applied for in the United States Patent and Trademark Office:

Trademark	Serial No.	Filed
VERIGOLD JEWELRY & Design	76/544,007	September 2, 2003

WHEREAS, VERIGOLD JEWELRY, INC., a New York corporation, having a place of business at having a place of business at 501 Madison Avenue, 9th Floor, New York, NY 10022, has a *bona fide* intent to use and is the owner of the following trademarks applied for in the United States Patent and Trademark Office:

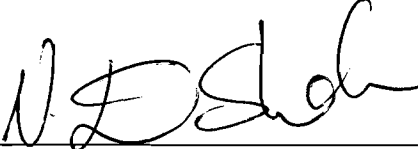
Trademark	Serial No.	Filed
STARPOINT	78/564,852	February 10, 2005
LUCERA	78/564,855	February 10, 2005
THIS DAY FORWARD	78/575,366	February 25, 2005
Design of Circle in Square	78/576,355	February 28, 2005
AURELLE	78/580,370	March 4, 2005
I 4 DO & Design	78/638,212	May 26, 2005
BOMBAY DREAMS	78/657,967	June 24, 2005
PERSONALITY RINGS	78/657,968	June 24, 2005
I DO & Design	78/657,970	June 24, 2005
YOU COMPLETE ME	78/695,165	August 18, 2005

AND WHEREAS, VERIGOLD.COM LTD., a New York corporation, having a place of business at 501 Madison Avenue, 9th Floor, New York, NY 10022, is desirous of acquiring the aforesaid trademarks, the good will of the business symbolized by the trademarks, the entire business to which the aforesaid marks pertain and that is the subject of the applications identified above, and the applications and any registrations resulting thereof;

NOW, THEREFORE, in consideration of and in exchange for the sum of ten dollars (\$ 10.00) and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said VERIGOLD JEWELRY, INC., does hereby assign, transfer, and convey, unto VERIGOLD.COM LTD., the entire right, title and interest in and to the said trademarks, together with the good will of the business symbolized by the trademarks, the entire business to which the aforesaid marks pertain and that is the subject of the applications identified above, and the applications and any registrations resulting thereof.

IN WITNESS WHEREOF the undersigned has executed this assignment by its duly authorized officer as of this 31 day of Oct, 2005

VERIGOLD JEWELRY, INC.

By: 
Nilesh Shah, Chief Financial Officer