

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SUNTRUST BANK		12/16/2009	CORPORATION: GEORGIA

RECEIVING PARTY DATA

Name:	SHANE CO.
Street Address:	8085 S. Chester St.
Internal Address:	Suite 300
City:	Centennial
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: COLORADO

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Serial Number:	78302046	SHANE CLASSIC
Serial Number:	78236699	SHANE CO. DIRECT DIAMOND IMPORTERS
Serial Number:	76462711	SHANE CO.
Serial Number:	78283471	SHANE
Serial Number:	76506175	NOW YOU HAVE A FRIEND IN THE BRIDAL JEWELRY BUSINESS
Serial Number:	76506182	NOW YOU HAVE A FRIEND IN THE PEARL BUSINESS
Serial Number:	76506537	NOW YOU HAVE A FRIEND IN THE RUBY BUSINESS
Serial Number:	76506183	NOW YOU HAVE A FRIEND IN THE SAPPHIRE BUSINESS
Serial Number:	78283474	SHANE
Serial Number:	76603866	YOU CAN BUY FOR LESS, BECAUSE WE BUY FOR LESS
Serial Number:	73067858	NOW YOU HAVE A FRIEND IN THE DIAMOND BUSINESS
Serial Number:	73584436	SHANE CO.
Serial Number:	76655752	HE'S DULL. BUT HE'S BRILLIANT.

TRADEMARK

900151079

REEL: 004122 FRAME: 0972

OP \$340.00 78302046

CORRESPONDENCE DATA

Fax Number: (303)830-1033
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 303-830-2400
Email: sfisher@fwlaw.com
Correspondent Name: Susan A. Fisher, Esq.
Address Line 1: 1700 Lincoln Street
Address Line 2: Suite 2400
Address Line 4: Denver, COLORADO 80203

ATTORNEY DOCKET NUMBER:	2131.001
NAME OF SUBMITTER:	Susan F. Fisher, Esq.
Signature:	/sff/
Date:	12/31/2009
Total Attachments: 3 source=Termination of First Amendment in Sec. Int-Trademarks (00679338)#page1.tif source=Termination of First Amendment in Sec. Int-Trademarks (00679338)#page2.tif source=Termination of First Amendment in Sec. Int-Trademarks (00679338)#page3.tif	

**TERMINATION OF FIRST AMENDMENT TO SECURITY INTEREST IN
TRADEMARKS**

December 16, 2009

WHEREAS, SHANE CO., a Colorado corporation ("Debtor") granted to SUNTRUST BANK, a Georgia corporation, in its capacity as administrative agent for ("Agent") for the Lenders (as such term is defined in the agreement referred to below), a security interest (the "Security Interest") in Debtor's trademarks (the "Trademarks") and the goodwill associated therewith pursuant to a First Amendment to Trademark Security Agreement, dated as of September 5, 2008, filed at the United States Patent and Trademark Office on September 10, 2008, and recorded on Reel 003850 and Frame 0277 and on September 12, 2008, and recorded on Reel 003852 and Frame 0310; and

NOW, THEREFORE, the Secured Party releases and discharges its security interest in, and reassigns to Debtor, any and all interest in the Trademarks, including, without limitation, those listed on Schedule I-A attached hereto, together with the goodwill associated therewith. The Secured Party agrees that, upon request of Debtor or any successor-in-interest or assignee thereof, and at Debtor's expenses, the Secured Party will execute any document, cause to be made any filing or take any other action deemed reasonably necessary or advisable by Debtor, or any successor-in-interest or assignee thereof, to effectuate the release of interests contemplated herein.

[signature page follows]

SCHEDULE I-A

Additional Trademark Registrations and Licenses

Trademark	Status	Registration Number	Serial Number
Sharing our passion since 1929.	Registered	3,242,536	78/963,166
Sharing the passion.	Registered	3,242,537	78/963,215
Sharing our passion.	Registered	3,251,880	78/974,668
Sharing the passion since 1929.	Registered	3,241,163	77/000,878
Wall of Diamonds	Registered	3,477,790	77/256,298
Diamond Wall	Pending	N/A	77/255,877
Ideal 58	Pending	N/A	77/256,341
Shane Co. Diamonds Rubies Sapphires Pearls (stylized - horizontal)	Registered	3,359,729	78/929,989
Shane Co. Diamonds Rubies Sapphires Pearls (stylized - vertical)	Registered	3,352,296	78/932,045
Shane Co. (words only)	Registered	3,251,467	78/930,102
Shane Family Collection	Registered	3,333,326	77/001,710
Classic Ideal 58	Pending	N/A	77/269,922
Shane Co. (stylized) (new design)	Registered	3,242,189	78/930,146
Your friend in the diamond business	Registered	3,405,047	77/241,729

State Trademarks: (Shane Co.)

Trademark	Status	Registration Number	State
Shane Co. Direct Diamond Importers	Registered	4966823-0143	Utah

State Trademarks: (Western Stone & Metal Corp.)

Schedule I-A to First Amendment to Trademark Security Agreement

33411.031102 EMF_US 26186361v2