

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
JJI International, Inc.		12/30/2010	CORPORATION: RHODE ISLAND
RECEIVING PARTY DATA			
Name:	EK Success, Ltd.		
Street Address:	100 Delawanna Avenue		
City:	Clifton		
State/Country:	NEW JERSEY		
Postal Code:	07014		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2758913	JOLIE JEWELS	
CORRESPONDENCE DATA			
Fax Number:	(202)331-3101		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 801-2168		
Email:	zajkj@gtlaw.com		
Correspondent Name:	Masa Noda		
Address Line 1:	200 Park Avenue		
Address Line 2:	MetLife Building		
Address Line 4:	New York, NEW YORK 10166		
NAME OF SUBMITTER:	Masa Noda		
Signature:	/Masa Noda/		
Date:	01/03/2011		

CH \$40.00 2758913

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment"), effective the 30th day of December 2010, is made and entered into by and between JJI International, Inc. ("JJJ"), a corporation organized and existing under the laws of the State of Rhode Island, with its principal place of business located at 200 First Avenue, Cranston, Rhode Island 02910 ("Assignor"), on the one hand, and EK Success, Ltd., a corporation organized and existing under the laws of the State of New York, with its principal place of business at 100 Delawanna Avenue, Clifton, New Jersey 07014 ("Assignee"), on the other hand.

WHEREAS, Assignor is the sole owner of all right, title, and interest in and to the trademark JOLIE JEWELS as identified in U.S. Trademark Registration No. 2,758,913 (the "Trademark");

WHEREAS, pursuant to a Settlement Agreement dated December 30, 2010 (the "Settlement Agreement"), Assignee is acquiring all right, title, and interest in and to the Trademark and all of the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto the Assignee:

(a) the entire right, title and interest in and to the Trademark together with the goodwill connected with and symbolized by the Trademark, including all common law rights therein; all rights therein provided by international conventions and treaties; and the right to sue and recover damages and profits for third-party infringements, if any;

(b) for purposes of clarification and without limitation, any and all rights to sue at law or in equity for any infringement, imitation, impairment, distortion, dilution or other unauthorized use or conduct in derogation of the Trademark occurring prior to the execution of this Agreement, including the right to receive all proceeds and damages therefrom;

(c) for purposes of clarification and without limitation, any and all rights, if any, to royalties, profits, compensation, license fees or other payments or remuneration of any kind relating to the Trademark; and

(d) any and all rights to obtain renewals, and extensions of registration or other legal protections pertaining to the Trademark;

except as subparts (a), (b), and (c) may be limited or modified by the Settlement Agreement. Assignor agrees on behalf of itself, its directors, officers, employees, agents, successors, assigns, and legal representatives to execute any and all papers and instruments and to do any and all acts which may be necessary or requested by Assignee, in order to carry into full force and effect this Assignment and transfer and shall not enter into any agreement in conflict with this Assignment.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed this 30th day of December 2010.

ASSIGNOR

ASSIGNEE

JJI International, Inc.

EK Success, Ltd.

By: Lisa E. Weingeroff, President

By: Steven Isko

Name: Lisa E. Weingeroff

Name: STEVEN ISKO

Title: PRESIDENT

Title: SVP and General Counsel