

07-13-2000

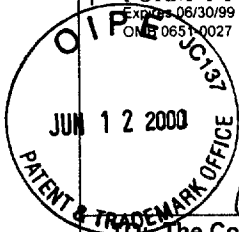
FORM PTO-1618A

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



101401520

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY



MRJ
6/12/00

The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger
- Change of Name
- Other _____

Effective Date
Month Day Year
6 2 00

Conveying Party

Mark if additional names of conveying parties attached

Name WORLD OF WATCHES, L.C.

Execution Date
Month Day Year
6 2 00

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization Iowa

Receiving Party

Mark if additional names of receiving parties attached

Name ODIMO.COM, INC.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 14001 N.W. 4TH Street

Address (line 2) _____

Address (line 3) Sunrise

Florida

33325

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization Florida

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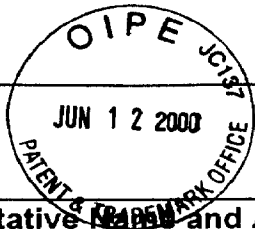
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Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK
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FORM PTO-1618B
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Michael J. Keller

Name of Person Signing

Signature

6/12/00

Date Signed



ASSIGNMENT OF TRADEMARK APPLICATION

WHEREAS WORLD OF WATCHES, L.C., an Iowa Corporation having its principal place of business at 3101 Ingersoll Avenue, Des Moines, Iowa, 50312, has adopted and is using **WORLD OF WATCHES** as a mark and has filed application in the United States Patent & Trademark Office for registration, Serial No. 75/845,964 filed November 10, 1999 and

WHEREAS, ODIMO.COM, INC., a Delaware corporation having a principal place of business at 14001 N.W. 4th Street, Sunrise, Florida, 33325, is desirous of acquiring said mark and the application for registration thereof, and the good will of the business symbolized by the mark:

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, **WORLD OF WATCHES, L.C.** does hereby assign unto **ODIMO.COM, INC.** all right, title and interest in the mark, together with the good will of the business symbolized by the mark, and in the above-identified application for registration of the mark.

The Commissioner of Patents & Trademarks is requested to issue the certificate of registration to the assignee.

By: [Signature]
Name: RONALD L. DANIELS
Title: PRESIDENT

STATE OF FLORIDA
COUNTY OF MIAMI-DADE

On this 2nd day of June, 2000 before me appeared Ronald Daniels, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation. Ronald Daniels produced Florida driver's license number DS42-732-40-017-0 as identification.

[Signature]
Notary Public

My Commission Expires:

Our Docket:

