

08-09-2000

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FORM PTO-1594
1-31-92



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

101426361

To the Honorable Commissioner of Patents and Trademarks

or copy thereof.

1. Name of conveying party(ies):

Worldofwatches.com, L.C.

- Individual(s)
- General Partnership
- Corporation-State
- Other _____
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes x No

3. Nature of Conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: June 2, 2000

2. Name and address of receiving party(ies):

Name: Odimo.com, Inc.

Address: 14001 N.W. 4th Street
Sunrise, Florida 33325

7-14-00

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes x No
(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes x No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

75/871,635

B. Trademark registration No.(s)

Additional numbers attached? Yes x No

5. Name and address of party to whom correspondence concerning document should be mailed:

Brian D. Anderson, Esquire
OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C.
Attorneys at Law
Fourth Floor
1755 Jefferson Davis Highway
Arlington, Virginia 22202

OSMMN Ref: 193597US13 cf

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): . . . \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 15-0030
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Brian D. Anderson
Name of Person Signing

Signature

July 14, 2000
Date

Total number of pages including cover sheet, attachments, and document: 5

OMB No. 0651-0011 (exp. 4/94)

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Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

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TRADEMARK
REEL: 002117 FRAME: 0375

ASSIGNMENT OF TRADEMARK APPLICATION

WHEREAS **WORLDOFWATCHES.COM, L.C.**, an Iowa Corporation having its principal place of business at 3101 Ingersoll Avenue, Des Moines, Iowa, 50312, has adopted and is using **I-888-WATCHES** as a mark and has filed application in the United States Patent & Trademark Office for registration, Serial No. 75/871,635 filed December 14, 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, **WORLDOFWATCHES.COM, 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: *Ronald Daniels*
Name: Ronald 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 drivers license number 0542-732-40-017-D as identification

Staci L. Kimmel
Notary Public

My Commission Expires:

Our Docket:

