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FORM PTO-1594

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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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To the Honorable Commissioner of Patents and T

nts 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

- 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)

75/845,964

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)

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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:

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

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TRADEMARK  
REEL: 002117 FRAME: 0377

**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 2<sup>nd</sup> 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 DS42-732-40-017-D as identification.

[Signature]  
Notary Public

My Commission Expires:

Our Docket:

