

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
Sumit Diamond Corporation		08/01/2005	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	KF Licensing, Inc.
Street Address:	159 Myrtle Avenue
City:	Millburn
State/Country:	NEW JERSEY
Postal Code:	07041
Entity Type:	CORPORATION: NEW JERSEY

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	78362298	ROYAL PLATINUM
Serial Number:	78322487	PURE LOVE
Serial Number:	76405345	PURE LOVE
Serial Number:	78297984	PURE FIT
Serial Number:	78288318	PURE PASSION
Registration Number:	2821424	PURE LOVE
Registration Number:	2659909	PLATINUM JEWELRY FOR THE NEXT GENERATION
Registration Number:	2923532	FOREVER PLATINUM

CORRESPONDENCE DATA	
Fax Number:	(908)725-7088
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	908 722 5640
Email:	s.baker@br-tmlaw.com
Correspondent Name:	Stephen L. Baker
Address Line 1:	626 North Thompson street

OP \$215.00 78362298

Address Line 4: Raritan, NEW JERSEY 08869

NAME OF SUBMITTER:

Stephen L. Baker

Signature:

/Stephen L. Baker/

Date:

05/25/2006

Total Attachments: 2

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**ASSIGNMENT OF U.S. TRADEMARK,
U.S. TRADEMARK REGISTRATIONS AND APPLICATIONS THEREFOR, AND
THE GOODWILL ASSOCIATED THEREWITH**

WHEREAS, Sumit Diamond Corporation, a corporation organized under the laws of the State of New York, located and doing business at 592 5th Avenue, New York, New York 10036-3707, has adopted, and is using the marks set forth below which are pending in the U.S. Patent and Trademark Office as follows:

<u>MARK</u>	<u>SER. NO.</u>	<u>DATE FILED</u>
ROYAL PLATINUM	78362298	March 29, 2005
PURE LOVE	78322487	November 3, 2003
PURE LOVE	76405345	May 9, 2002
PURE FIT	78297984	June 8, 2004
PURE PASSION	78288318	September 9, 2003

AND WHEREAS, Sumit Diamond Corporation has adopted, used and is using the following marks which are registered in the U.S. Patent and Trademark Office as follows:

<u>MARK</u>	<u>REG. NO.</u>	<u>ISSUE DATE</u>
PURE LOVE	2821424	March 9, 2004
PLATINUM JEWELRY FOR THE NEXT GENERATION	2659909	December 10, 2002
FOREVER PLATINUM	2923532	February 1, 2005

WHEREAS, KF Licensing, Inc., a limited liability company organized under the laws of the State of New Jersey, located and doing business at 159 Myrtle Avenue, Millburn, New Jersey 07041, is desirous of acquiring said marks, the registrations and the pending U.S. trademark applications therefor, and the goodwill association therewith and;

WHEREAS, KF Licensing, Inc is successor to that portion of the assignor's business to which the marks that are the subject of the pending applications pertain;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Sumit Diamond Corporation does hereby assigns unto KF Licensing, all right, title and interest in and to said marks, the registrations and the pending U.S. trademark applications therefor, and the goodwill association therewith.

The Commissioner of Patents and Trademarks is authorized to issue any Certificates of Registration resulting from application Ser. Nos. 78362298, 78322487, 76405345, 78297984 and 78288318 being assigned herein to the assignee KF Licensing, Inc.

Sumit Diamond Corporation



Name: Amit Javeri
Title: E Vice Pres.

Dated: August 1, 2005