

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
Diamond I.D., Inc.		09/21/2006	CORPORATION: CONNECTICUT

RECEIVING PARTY DATA

Name:	Gem Certification & Assurance Lab, Inc.
Street Address:	580 Fifth Avenue
Internal Address:	Lower Lobby
City:	New York
State/Country:	NEW YORK
Postal Code:	10036
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3121097	DIAMOND DEED
Registration Number:	2250452	DIAMOND I.D.
Registration Number:	2200297	DIAMOND ID
Registration Number:	2179343	DID
Registration Number:	2684300	GEM GUARD
Registration Number:	2179445	ID DIAMOND
Registration Number:	2508208	IDENTIFY AND PROTECT YOUR DIAMONDS FOREVER
Registration Number:	2732658	JEWELRY GUARD

CORRESPONDENCE DATA

Fax Number: (310)282-2200
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 310-282-2000
 Email: dgrace@loeb.com
 Correspondent Name: David W. Grace c/o Loeb & Loeb LLP

CH \$215.00 3121097

Address Line 1: 10100 Santa Monica Boulevard
Address Line 2: Suite 2200
Address Line 4: Los Angeles, CALIFORNIA 90067-4120

ATTORNEY DOCKET NUMBER:	206104-10033
NAME OF SUBMITTER:	David W. Grace
Signature:	/David W. Grace/
Date:	09/27/2006
Total Attachments: 2 source=DiamondIDAssignment#page1.tif source=DiamondIDAssignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Diamond I.D., Inc., a corporation organized under the laws of the State of Connecticut ("Assignor"), is the owner of those trademarks described in Exhibit A attached hereto (the "Marks").

WHEREAS, Gem Certification & Assurance Lab, Inc., a corporation organized under the laws of the State of Delaware ("Assignee"), desires to acquire the Marks.

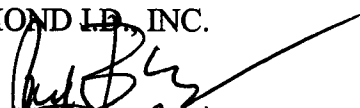
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, absolutely and forever, all rights, title and interests, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further documents as may be necessary and proper to vest full title in and to the Marks and the other corresponding rights in the Assignee.

Assignor hereby consents to the recordation of this assignment in the United States Patent and Trademark Office.

IN WITNESS WHEREOF, this Assignment is effective this 21st day of September, 2006.


DIAMOND I.D., INC.

By: 
Name: PAUL J. BECKER
Title: CHAIRMAN

STATE OF CONNECTICUT)
) ss
COUNTY OF HARTFORD)

On September 23, 2006 before me, Tasia Hansen, personally appeared Paul Becker personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature  (SEAL)

TASIA HANSEN
NOTARY PUBLIC
MY COMMISSION EXPIRES JULY 31, 2010

EXHIBIT A

Marks

- | | | |
|----|---|---------------------------|
| 1. | "DIAMOND DEED" | Registration No.: 3121097 |
| 2. | "Diamond I.D." | Registration No.: 2250452 |
| 3. | "DIAMOND ID" | Registration No.: 2200297 |
| 4. | "DID" | Registration No.: 2179343 |
| 5. | "GEM GUARD" | Registration No.: 2684300 |
| 6. | "ID DIAMOND:" | Registration No.: 2179445 |
| 7. | "IDENTIFY AND PROTECT
YOUR DIAMONDS FOREVER" | Registration No.: 2508208 |
| 8. | "JEWELRY GUARD" | Registration No.: 2732658 |