

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Odimo, Incorporated		09/29/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	House of Watchbands-Southfield, Inc.		
<b>Street Address:</b>	29205 Southfield Road		
<b>City:</b>	Southfield		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48076		
<b>Entity Type:</b>	CORPORATION: MICHIGAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2513534	1-888-WATCHES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(248)292-2910		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	248-292-2920		
<b>Email:</b>	jeff@patentco.com		
<b>Correspondent Name:</b>	Jeffrey P. Thennisch		
<b>Address Line 1:</b>	29 W. Lawrence Street, Suite 210		
<b>Address Line 4:</b>	Pontiac, MICHIGAN 48342		
<b>ATTORNEY DOCKET NUMBER:</b>	1296-002		
<b>NAME OF SUBMITTER:</b>	/Jeffrey P. Thennisch/		
<b>Signature:</b>	/Jeffrey P. Thennisch/		
<b>Date:</b>	11/06/2006		

**CH \$40.00 2513534**

Total Attachments: 3  
source=DOC#page1.tif  
source=DOC#page2.tif  
source=DOC#page3.tif

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Agreement") is between ODIMO, INCORPORATED ("ODIMO" or "ASSIGNOR"), a Delaware corporation, doing business at 14051 N.W. 14<sup>th</sup> Street in Sunrise, Florida 33325 and House of Watchbands-Southfield, Inc. ("HOW" or "ASSIGNEE"), a Michigan corporation, doing business at 29205 Southfield Road in Southfield, Michigan 48076.

WHEREAS, ASSIGNOR is the sole owner of all right, title and interest in and to the Mark (as defined below), and the goodwill symbolized thereby; and

WHEREAS, ASSIGNOR wishes to assign, and ASSIGNEE wishes to acquire, all right, title and interest in and to the Mark.

NOW THEREFORE, in view of the mutual covenants exchanged herein, and for good and valuable consideration, the receipt and sufficiency of which is acknowledged by the parties, the parties agree that:

### 1. ASSIGNMENT

In exchange for good and valuable consideration acknowledged by the parties and the further amount of One Dollar (\$1.00), as may be required in some legal jurisdictions to recognize this document, ODIMO hereby sells, assigns and transfers to HOW all right, title and interest, in the United States and throughout the World, in and to the Mark identified in the attached Schedule A (the "Mark"), and the good will of the business symbolized by the Mark, along with any registrations or pending applications to register any of the Marks, including U.S. Reg. No. 2,513,534 for 1-888-WATCHES. Without limiting the generality of the foregoing, ASSIGNOR further sells, assigns and transfers to ASSIGNEE all right, title and interest to sue and recover for past infringements by any third parties of the Mark.

### 2. EXPENSES AND MAINTENANCE

Respecting the Mark, ASSIGNEE shall not be responsible for any costs, expenses or necessary maintenance prior to the date of execution of this Agreement, and ASSIGNOR shall not be responsible for any such costs, expenses or necessary maintenance incurred after the date of execution of this Agreement. ASSIGNEE shall bear the burden and expense of any recordation of this Agreement or other documents evidencing this transaction.

### 3. ASSISTANCE AND EXECUTION OF FURTHER DOCUMENTS

ASSIGNOR agrees to cause to be executed and delivered without further consideration any further applications, assignments or other documents, and to perform such other lawful acts as ASSIGNEE may reasonably require to fully secure and/or evidence the rights or interests herein or which is necessary to protect or enforce the Mark.

4. SUCCESSORS AND ASSIGNS

This Agreement shall be binding on and inure to the benefit of the successors and assigns of the ASSIGNEE.

5. SEVERABILITY

If any part of this Agreement is held void, the remaining parts will not be affected.

6. WAIVER

Any waiver of a breach by either party shall not be waiver of any subsequent breach.

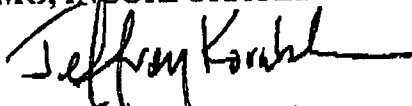
7. APPLICABLE LAW

This Agreement will be governed by the laws of the State of Michigan without regard to the choice of law rules thereof.

8. MODIFICATIONS

This Agreement may be changed only by written amendment signed by both parties.

ODIMO, INCORPORATED

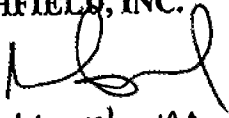
By: 

Name: JEFFREY KORABLUM

Title: President/CEO

Date: 9.29.2006

HOUSE OF WATCHBANDS-  
SOUTHFIELD, INC.

By: 

Name: Michael

Title: VP.

Date: 11/6/07

**TRADEMARK ASSIGNMENT -- SCHEDULE A**

U.S. Reg. No. 2,513,534 for 1-888-WATCHES as well as any common law trademark and service mark rights Odimo Incorporated may have in the following:

1-888-WATCHES

1888watches.com