

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Diamond Center, Inc.		01/21/2010	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Interplanet Productions Limited		
Street Address:	9200 Sunset Boulevard, Suite 425		
City:	West Hollywood		
State/Country:	CALIFORNIA		
Postal Code:	90069		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76643627	DIAMONDS BY TAYLOR	
CORRESPONDENCE DATA			
Fax Number:	(310)824-9696		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-824-5555		
Email:	shansen@fulpat.com		
Correspondent Name:	Stephen Strauss		
Address Line 1:	6060 Center Drive, 10th Floor		
Address Line 2:	Fulwider Patton LLP		
Address Line 4:	Los Angeles, CALIFORNIA 90045		
ATTORNEY DOCKET NUMBER:	INTPL-75634		
NAME OF SUBMITTER:	Scott R. Hansen		
Signature:	/scott r. hansen/		
Date:	02/02/2010		

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Total Attachments: 1
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ASSIGNMENT

WHEREAS, THE DIAMOND CENTER, INC., a Wisconsin corporation, has intended to use the mark DIAMONDS BY TAYLOR in commerce and has filed an application, now assigned Serial No. 76/643,627, indicating that intention; and

WHEREAS, INTERPLANET PRODUCTIONS LIMITED, a Delaware corporation, having a place of business at 9200 Sunset Boulevard, Suite 425, West Hollywood, California 90069, is desirous of acquiring said trademark and pending intent-to-use application therefor.

NOW THEREFORE, for good and valuable consideration set forth, the receipt of which is hereby acknowledged, THE DIAMOND CENTER, INC. hereby assigns to INTERPLANET PRODUCTIONS LIMITED all right, title and interest in and to the said DIAMONDS BY TAYLOR trademark and said pending intent-to-use application therefor, with the goodwill of the business symbolized by said mark and said application to register said mark.

Executed this 21 day of JANUARY, 2010, at Janesville, Wisconsin.

THE DIAMOND CENTER, INC.

By: 

Name

STEVE YEKO

Title

PRESIDENT

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