

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| My Diamond Place, Ltd. | | 08/31/2010 | CORPORATION: BAHAMAS |
| RECEIVING PARTY DATA | | | |
| Name: | SN Asia (Israel) Ltd. | | |
| Street Address: | 21 Tuval Street - 21st Floor | | |
| Internal Address: | Yahalom Building | | |
| City: | Ramat Gan | | |
| State/Country: | ISRAEL | | |
| Postal Code: | 52521 | | |
| Entity Type: | CORPORATION: ISRAEL | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2424157 | BRILLIANT ROSE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)949-1690 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 212-697-3750 | | |
| Email: | mws@kirschsteinlaw.com | | |
| Correspondent Name: | Martin W. Schiffmiller | | |
| Address Line 1: | 425 Fifth Avenue - Fifth Floor | | |
| Address Line 2: | Kirschstein, Israel et al. | | |
| Address Line 4: | New York, NEW YORK 10016-2223 | | |
| ATTORNEY DOCKET NUMBER: | BRILLIANT ROSE | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Martin W. Schiffmiller | | |
| Address Line 1: | 425 Fifth Avenue - 5th Floor | | |

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**TRADEMARK
 REEL: 004286 FRAME: 0276**

Address Line 2: Kirschstein, Israel et al.
Address Line 4: New York, NEW YORK 10016-2223

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| NAME OF SUBMITTER: | Martin W. Schiffmiller |
| Signature: | /Martin W. Schiffmiller/ |
| Date: | 09/29/2010 |
| Total Attachments: 1 source=Brilliant Rose assgmt#page1.tif | |

TRADEMARK ASSIGNMENT


WHEREAS, My Diamond Place, Ltd. ("ASSIGNOR"), a corporation organized under the laws of the Commonwealth of the Bahamas with offices located at British Colonial Center of Commerce, One Bay Street, 3rd Floor, Nassau Bahamas, is the sole and exclusive owner of all right, title and interest in and to the trademark BRILLIANT ROSE (the "Trademark") and United States Registration No. 2,424,157 pertaining to the Trademark (the "Registration"); and

WHEREAS, SN Asia (Israel) Ltd. ("ASSIGNEE"), a corporation organized under the laws of Israel with offices located at Yahalom Building, 21 Tuval Street, 21st Floor, Ramat Gan, Israel 52521, desires to acquire the entire right, title and interest in and to the Trademark and the Registration;

NOW, THEREFORE, ASSIGNOR hereby assigns to ASSIGNEE the entire right, title and interest in and to the Trademark and the Registration together with all goodwill of the business arising from the use of, and symbolized by, the Trademark.

MY DIAMOND PLACE, LTD.

Dated: August 31, 2010

By: 
Name: Boris Stein
Title: Director

