

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	09/25/2010		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Dell Marketing L.P.		11/08/2010	LIMITED PARTNERSHIP: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dell Inc.		
<b>Street Address:</b>	One Dell Way		
<b>City:</b>	Round Rock		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78682		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2094928	DIAMOND	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(512)283-6844		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	512-728-7835		
<b>Email:</b>	max_millican@dell.com		
<b>Correspondent Name:</b>	Max Millican		
<b>Address Line 1:</b>	One Dell Way		
<b>Address Line 2:</b>	RR1-33		
<b>Address Line 4:</b>	Round Rock, TEXAS 78682		
<b>ATTORNEY DOCKET NUMBER:</b>	DIAMOND ASSIGN TO DELL IN		
<b>NAME OF SUBMITTER:</b>	Max Helen Millican		

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**90017858**

**TRADEMARK  
 REEL: 004434 FRAME: 0260**

Signature:	/mhmillican/
Date:	12/15/2010
Total Attachments: 2 source=Assignment US DIAMOND to Dell Inc#page1.tif source=Assignment US DIAMOND to Dell Inc#page2.tif	

## ASSIGNMENT OF MARKS

WHEREAS, Dell Marketing L.P., a Texas limited partnership, has acquired and is using the following mark for which it owns the following United States of America Trademark Registrations:

<u>Mark</u>	<u>Registration No.</u>
DIAMOND	2094928

WHEREAS, Dell Inc., a Delaware corporation having a business address of One Dell Way, Round Rock, Texas, 78682 desires to acquire any and all rights and goodwill associated with the above-referenced marks and the registration of the marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Dell Marketing LP does hereby assign to Dell Inc., effective 25 September 2010, all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks and the registration of the marks.

IN WITNESS WHEREOF, this Assignment has been duly executed as of the 5<sup>th</sup> day of  
November 2010

Dell Marketing L.P.  
a Texas limited Partnership

By: Dell Marketing GP L.L.C.  
Its General Partner

By: Dell Products Corporation  
Its sole Member

By:  \_\_\_\_\_


Name: Janet B. Wright

Title: Vice President and Assistant Secretary

Date: 5 November 2010

STATE OF TEXAS           §  
                                          §  
COUNTY OF WILLIAMSON   §

Before me, the undersigned authority, on this 5th day of November, 2010, personally appeared Janet B. Wright known to me to be the person whose name is subscribed to the foregoing instruments and acknowledged to me that (he/she) is authorized to execute the same on behalf of the identified limited partnership and that (he/she) executed the same on behalf of the limited partnership for the purposes and consideration therein expressed.

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Notary Public, State of Texas

Name Printed: Stephanie J. Deadmon

My Commission Expires: March 23, 2012

