

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
De Beers LV Trade Mark Limited		11/01/2006	CORPORATION: UNITED KINGDOM

**RECEIVING PARTY DATA**

Name:	De Beers Diamond Jewellers Trade Mark Limited
Street Address:	45 Old Bond Street
City:	London W1S 4QT
State/Country:	UNITED KINGDOM
Entity Type:	CORPORATION: UNITED KINGDOM

**PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
Registration Number:	2995671	DE BEERS
Registration Number:	3036878	D AND B
Registration Number:	3088201	DE BEERS
Registration Number:	3132505	DB

**CORRESPONDENCE DATA**

Fax Number: (212)813-5901  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212-813-5900  
 Email: jweiss@fzlz.com  
 Correspondent Name: Barbara A. Solomon  
 Address Line 1: 866 United Nations Plaza  
 Address Line 2: Fross Zelnick Lehrman & Zissu, P.C.  
 Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER: RATM 1101262

DOMESTIC REPRESENTATIVE

**900183220**

**TRADEMARK**  
**REEL: 004468 FRAME: 0119**

**CH \$115.00 2995671**

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Barbara A. Solomon

Signature:

/joanna weiss/

Date:

02/04/2011

Total Attachments: 0

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