

**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>
CU Assets 2, Inc.		04/18/2011	CORPORATION: DELAWARE
Collectors Universe, Inc.		04/18/2011	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Gemological Appraisal Association, Inc.		
<b>Street Address:</b>	580 Fifth Avenue, Lower Lobby - 05		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10036		
<b>Entity Type:</b>	CORPORATION: PENNSYLVANIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2679821	GEMPRINT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(914)288-0023		
<b>Phone:</b>	(914) 821-9078		
<b>Email:</b>	tmdocket@leasonellis.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Maren C. Perry/Leason Ellis LLP		
<b>Address Line 1:</b>	One Barker Avenue, Fifth Floor		
<b>Address Line 4:</b>	White Plains, NEW YORK 10601		
<b>ATTORNEY DOCKET NUMBER:</b>	05006/306135US0		
<b>NAME OF SUBMITTER:</b>	Maren C. Perry		
<b>Signature:</b>	/mcp/		

OP \$40.00 2679821

900203329

**TRADEMARK**  
**REEL: 004632 FRAME: 0506**

Date:

09/29/2011

**Total Attachments: 7**

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## TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Agreement"), dated as of April 18, 2011, is entered into by and among CU ASSETS 2, Inc., a Delaware corporation, and COLLECTORS UNIVERSE, INC., a Delaware corporation (collectively "Assignor"), and GEMOLOGICAL APPRAISAL ASSOCIATION, INC., a Pennsylvania corporation ("Assignee").

### WITNESSETH

WHEREAS, Assignor owns and is using or has used the registered and unregistered marks and any pending trademark applications identified on Schedule A (the "Marks"), such registered Marks subsisting on the Principal Register of the United States Patent and Trademark Office in connection with the services identified therein; and

WHEREAS, Assignee desires to acquire the Marks, the goodwill associated with the Marks, and the above-referenced registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, intending to be legally bound, does hereby sell, assign, transfer and deliver unto Assignee, its successors, legal representatives and assigns, (i) all right, title and interest in and to the Marks together with all the goodwill of the business symbolized by the Marks, and the registrations relating thereto, and (ii) the right to sue for and collect damages for its own use and benefit or for the use and benefit of its legal representatives with respect to all past, present and future damages.

This Agreement may be executed simultaneously in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

This Agreement shall be governed and construed in accordance with the laws of the State of New York, without giving effect to the principles of conflicts of laws thereof and shall be binding on the heirs, assigns, representatives and successors of Assignor and extending to the successors, assigns, and nominees of Assignee.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor and Assignee have caused this assignment to be executed by their duly authorized officers as of the date first above written.

CU ASSETS 2, INC.  
a Delaware corporation

By: [Signature]  
Name: TORIN W. WATSON  
Title: CEO

STATE OF \_\_\_\_\_ )

)ss.

COUNTY OF \_\_\_\_\_ )

Before me, this \_\_\_\_\_ day of \_\_\_\_\_, personally appeared \_\_\_\_\_ known to be the person who is described in and who executed the above Trademark Assignment Agreement, and he acknowledged to me that he executed the same of his own free will for the purposes therein set forth.

Notary Public

My Commission Expires:

SIGNATURE PAGE TO  
TRADEMARK ASSIGNMENT AGREEMENT

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206104-10002

TRADEMARK  
REEL: 004632 FRAME: 0509

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

STATE OF CALIFORNIA

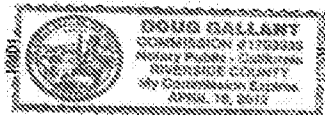
COUNTY OF Orange } **SS**

On APR 18, 2011 before me, Doug Gallant, Notary Public,

Personally appeared JOSEPH WALLACE  
( NAME(S) OF SIGNER(S) )

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/~~she~~/they executed the same in his/~~her~~/their authorized capacity(ies), and that by his/~~her~~/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the state of California that the foregoing paragraph is true and correct.



WITNESS my hand and official seal  
[Signature]  
(SIGNATURE OF NOTARY)

**OPTIONAL**

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form.

**DESCRIPTION OF ATTACHED DOCUMENT**

TRADEMARK ASSIGNMENT AGREEMENT 01 4-18-11  
(TITLE OR TYPE OF DOCUMENT) (# OF PAGES) (DATE OF DOCUMENT)

SIGNERS OTHER THAN NAMED ABOVE \_\_\_\_\_

**CAPACITY CLAIMED BY SIGNER**

INDIVIDUAL/CORPORATE OFFICER \_\_\_\_\_  
(TITLE)

SIGNER IS REPRESENTING \_\_\_\_\_  
(NAME OF PERSON/ENTITIES)

- PARTNER(S)
- LIMITED OR GENERAL ATTORNEY-IN-FACT
- TRUSTEE(S)
- GUARDIAN/CONSERVATOR
- OTHER \_\_\_\_\_

COLLECTORS UNIVERSE, INC.  
a Delaware corporation

By: *[Signature]*  
Name: JAMES WALLACE  
Title: CEO

STATE OF \_\_\_\_\_ )

)ss.

COUNTY OF \_\_\_\_\_ )

Before me, this \_\_\_\_\_ day of \_\_\_\_\_, personally appeared \_\_\_\_\_ known to be the person who is described in and who executed the above Trademark Assignment Agreement, and he acknowledged to me that he executed the same of his own free will for the purposes therein set forth.

Notary Public

My Commission Expires:

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**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

STATE OF CALIFORNIA

COUNTY OF Orange } **SS**

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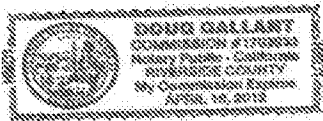
Personally appeared JOSEPH WALLACE  
( NAME(S) OF SIGNER(S) )

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/~~she~~/they executed the same in his/~~her~~/their authorized capacity(ies), and that by his/~~her~~/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the state of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[Signature]  
(SIGNATURE OF NOTARY)



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**DESCRIPTION OF ATTACHED DOCUMENT**

TRADEMARK ASSIGNMENT AGREEMENT E1 4-18-11  
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**CAPACITY CLAIMED BY SIGNER**

INDIVIDUAL/CORPORATE OFFICER \_\_\_\_\_  
(TITLE)

SIGNER IS REPRESENTING \_\_\_\_\_  
(NAME OF PERSON/ENTITIES)

- PARTNER(S)
- LIMITED OR GENERAL ATTORNEY-IN-FACT
- TRUSTEE(S)
- GUARDIAN/CONSERVATOR
- OTHER \_\_\_\_\_





## SCHEDULE A

The name "Gemprint" and any Trademarks related thereto, including the below:

The name "Diamond Deed", Registration No: 3121097

The name "DID", Registration No: 2179343

The name "Gem Guard", Registration No: 2684300

The name "ID Diamond", Registration No: 2179445

The name "Identify and Protect Your Diamonds Forever", Registration No: 2508208

The name "Jewelry Guard", Registration No: 2732658

Japan Trademark Registration No. 3,205,937 "Gemprint", issued 10/31/1996 -- Status Unknown

U.S. Trademark Application No. 74/455,972 "Pedigree Diamond", filed 11/09/1993 -- Status Unknown

U.S. Trademark Application No. 74/510/981 "Royal Pedigree Diamond", filed 04/11/1994 -- Status Unknown

U.S. Trademark Registration No. 1,938,637 "Heritage Diamond", issued 11/28/1995 -- Status Unknown

Australia Trademark Registration No. A677224 "Gemprint", issued 11/03/1995

United Kingdom Trademark Registration No. 201142 "Gemprint", issued 01/04/1997

U.S. Trademark Registration No. 2,679,821 "Gemprint", issued 02/02/2001

Canada Trademark Registration No. 358,101 "Gemprint", issued 07/07/1989

Canada Trademark Registration No. 495,288 "Gemprint Appraiser", issued 05/27/1998

Canada Trademark Registration No. 366,458 "Gemprint & Design", issued 03/09/1990

Trademarks for "Brief Intellectual Property" including GemBrief, RubyBrief, EmeraldBrief, and SapphireBrief, and other similar terms, as well as, the design and presentation of the gembrief cards and all trade dress associated therewith, which contain certain gemological information.

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