

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WESTRIM, INC.		06/07/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	DCWV ACQUISITION CORPORATION		
Street Address:	2250 North University Parkway		
Internal Address:	Suite 4861		
City:	Provo		
State/Country:	UTAH		
Postal Code:	84604		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85181061	BLUE MOON JEWELRY	
CORRESPONDENCE DATA			
Fax Number:	(801)328-1707		
Phone:	8015339800		
Email:	docketing@wnlaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	David B. Dellenbach		
Address Line 1:	60 East South Temple		
Address Line 2:	1000 Eagle Gate Tower		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	17649.107		
NAME OF SUBMITTER:	David B. Dellenbach		
Signature:	/David B. Dellenbach/		

OP \$40.00 85181061

Date:

10/18/2011

Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, Blue Moon Beads Acquisition Corp., a Delaware corporation ("Blue Moon"), and Westrim, Inc., a Delaware corporation ("Assignor"), entered into that certain Asset Sale and Purchase Agreement, dated as of May 2, 2011 (as amended from time to time, the "Purchase Agreement");

WHEREAS, Blue Moon assigned all of its rights under the Purchase Agreement to DCWV Acquisition Corporation, a Delaware corporation ("Assignee"), pursuant to that certain Assignment and Assumption of Asset Sale and Purchase Agreement, dated as of June 7, 2011, upon which assignment Assignee became the "Purchaser" under the Purchase Agreement;

WHEREAS, Assignor, pursuant to the Purchase Agreement, has agreed to sell and assign to Assignee, its successors, assigns, nominees, or other legal representatives, the entire right, title, interest and goodwill in and to all of its trademarks, either registered, pending or at common law, including, without limitation, the trademark and application identified on Exhibit A attached hereto (the "Trademark"); and

WHEREAS, in order to effectuate Assignor's assignment to Assignee of its entire rights, title and interests in and to the Trademark, Assignor is executing this instrument of assignment.

FOR GOOD AND VALUABLE CONSIDERATION, the sufficiency and receipt of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, Assignor's entire worldwide right, title and interest in and to, including any and all common law rights thereto, as well as the goodwill of the business symbolized by, the Trademark.

Together with Assignor's worldwide right, title and interest in and to the Trademark, as well as the goodwill of the business associated with said Trademark being assigned to Assignee, are the rights to police, monitor and enforce said Trademark against any and all past, current and future infringements (including, without limitation, the right to sue for and collect damages caused by any such infringement) which may have occurred at any time in the unlimited past, up to the date of this present Trademark Assignment, together with any and all further privileges in the United States and throughout the world to establish use, ownership, and registration of the Trademark.

Assignor hereby covenants and warrants that, with respect to each Trademark, it has the full right to convey its above-described right, title, interest and goodwill by this instrument, free of any encumbrances. Assignor further covenants and warrants that no other agreement has been or will be executed in conflict herewith.

Assignor agrees to perform all affirmative acts which may be necessary or desirable to record or perfect the above-described transfer of trademark rights, or to secure registration before the United States Patent and Trademark Office or any foreign trademark office, at Assignee's

expense, as well as to cooperate with Assignee in obtaining and/or providing information required in any proceedings relating to the Trademark, again at Assignee's expense.

Assignor further authorizes the Commissioner of Patents and Trademark of the United States, and the appropriate official in any other country, to issue any and all trademark registrations, amended registrations and renewals that may be granted upon any application or petition for same, to Assignee, and Assignee's successors and assigns.

Assignor hereby grants to the designated attorneys of Assignee, the authority and power to insert on this instrument, any further identification which may be necessary or desirable for purposes of recordation by the United States Patent and Trademark Office or the Trademark Office of any other country throughout the world.

This Trademark Assignment constitutes the entire agreement and supersedes all prior agreements between the parties pertaining solely to the transfer of the Trademark, and shall be deemed binding upon the parties, their heirs, legal representatives and successors.

This Trademark Assignment may be executed in one or more counterparts (including by means of facsimile), each of which when executed shall be deemed to be an original, but all of which together shall constitute one and the same instrument. This Trademark Assignment shall be governed by and construed in accordance with the laws of the State of Delaware.

In WITNESS WHEREOF, the parties hereto have caused this instrument to be executed on the 7th day of June, 2011.

ASSIGNOR:

WESTRIM, INC.

By: 

Name: CHRISTOPHER McLEAN

Title: Sr VP

In WITNESS WHEREOF, the parties hereto have caused this instrument to be executed on the _____ day of _____, 2011.

ASSIGNEE:

DCWV ACQUISITION CORPORATION

By: _____

Name: _____

Title: _____

expense, as well as to cooperate with Assignee in obtaining and/or providing information required in any proceedings relating to the Trademark, again at Assignee's expense.

Assignor further authorizes the Commissioner of Patents and Trademark of the United States, and the appropriate official in any other country, to issue any and all trademark registrations, amended registrations and renewals that may be granted upon any application or petition for same, to Assignee, and Assignee's successors and assigns.

Assignor hereby grants to the designated attorneys of Assignee, the authority and power to insert on this instrument, any further identification which may be necessary or desirable for purposes of recordation by the United States Patent and Trademark Office or the Trademark Office of any other country throughout the world.

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In WITNESS WHEREOF, the parties hereto have caused this instrument to be executed on the ____ day of _____, 2011.

ASSIGNOR:

WESTRIM, INC.

By: _____
Name: _____
Title: _____

In WITNESS WHEREOF, the parties hereto have caused this instrument to be executed on the 7th day of October, 2011.

ASSIGNEE:

DCWV ACQUISITION CORPORATION

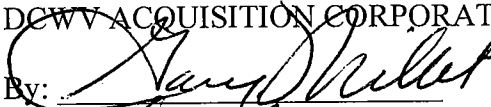
By: 
Name: Amy MILLET
Title: CFO

Exhibit A

<u>Mark</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Country</u>	<u>Status</u>
Blue Moon Jewelry and design	85/181,061	November 19, 2010	U.S.A.	Pending