

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
De Beers Intangibles Limited		07/31/2012	limited company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	De Beers Diamond Jewellers Limited		
Street Address:	45 Old Bond Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W1S4QT		
Entity Type:	company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85289065	DE BEERS ATEA	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312 876 2837		
Email:	tara.sliva@snrdenton.com, anita.hansen@snrdenton.com, trademarks@snrdenton.com		
Correspondent Name:	Tara Reedy Sliva		
Address Line 1:	SNR Denton US LLP		
Address Line 2:	P. O. Box 061080		
Address Line 4:	Chicago, ILLINOIS 60606-1080		
ATTORNEY DOCKET NUMBER:	70034300-0217 (RMT)		
DOMESTIC REPRESENTATIVE			

OP \$40.00 85289065

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Tara Reedy Sliva
Signature:	/tara reedy sliva/
Date:	07/31/2012
Total Attachments: 2 source=2528_001#page1.tif source=2528_001#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, De Beers Intangibles Limited, a UK limited company with an address at 17 Charterhouse Street, London, United Kingdom, EC1N 6RA, ("Assignor"), is the owner of the trademark listed on Schedule A attached hereto, including without limitation all unregistered and common law rights in the trademark and applications or resulting registrations therefor. (the "Mark);

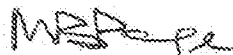
WHEREAS, De Beers Diamond Jewellers Limited a UK company with an address at 45 Old Bond Street, London, United Kingdom, W1S4QT, ("Assignee"), is desirous of acquiring the Mark and the application therefor, together with the goodwill of the business associated therewith;

NOW, THEREFORE, in consideration of the payment of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in, to and under said Mark and any applications or resulting registrations therefor pending or hereafter filed, together with the goodwill of the business connected with the use of, and symbolized by the Mark, and together with all causes of action for the infringement of such Mark. The Assignor and Assignee acknowledge that Assignee is a successor of the entire business or portion thereof to which the Mark pertains, which business is ongoing and existing

ASSIGNOR: De Beers Intangibles Limited

Date: 31/07/11

by:



Name: MICHAEL BARRIE PAGE

Title: DIRECTOR