

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
	Name	Formerly	Entity Type
	Lifeguard Licensing Corp.		LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	SV Diamond LLC		
Street Address:	595 Madison Avenue		
Internal Address:	Suite 1101		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3960357	RAW DIAMOND
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>			
Email:	thomas.mcniff@gmail.com		
Correspondent Name:	Thomas McNiff		
Address Line 1:	67 Hilton Avenue, Apt. C11		
Address Line 4:	Garden City, NEW YORK 11530		
NAME OF SUBMITTER:	Ruben Azrak		
Signature:	/Ruben Azrak/		
Date:	07/01/2013		
Total Attachments: 3 source=rd assignment#page1.tif source=rd assignment#page2.tif source=rd assignment#page3.tif			

OP \$40.00 3960357

TRADEMARK ASSIGNMENT

This Trademark Assignment is made and is effective as of this 10th day of June 2013 and is by and between Lifeguard Licensing Corp. ("Assignor") and SV Diamond LLC ("Assignee").

WHEREAS, Assignor has registered the trademark "Raw Diamond" with serial number 77802334 on May 17, 2011. A copy of such trademark is attached hereto as Exhibit 1.

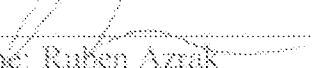
WHEREAS, Assignor desires to assign and otherwise convey to Assignee all of Assignor's right, title and interest in and to the trademark, and Assignee desires to accept such assignment.

NOW THEREFORE, in consideration of the foregoing, and for other good and valuable consideration, the amount and sufficiency of which are hereby acknowledged, the parties hereto hereby agree as follows:

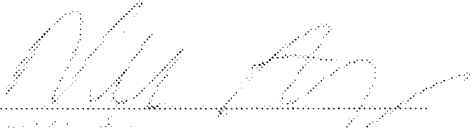
1. Assignment. Assignor sells, conveys, transfers, assigns, and delivers to Assignee, and Assignee accepts such transfer, all rights, title and interests in and to the trademark referenced above and attached hereto as Exhibit 1.

IN WITNESS WHEREOF, the parties hereto intending to be legally bound have hereby affixed their signature as of the date first written above.

LIFEGUARD LICENSING CORP.

By: 
Name: Ruben Azrak
Title: President

SV DIAMOND LLC

By: 
Name: Victor Azrak
Title: President



United States Patent and Trademark Office

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RAW DIAMOND

Word Mark RAW DIAMOND
Goods and Services IC 025. US 022 039. G & S: Clothing, namely, T-shirts. FIRST USE: 20080110. FIRST USE IN COMMERCE: 20080110
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 77802334
Filing Date August 11, 2009
Current Basis 1A
Original Filing Basis 1A
Published for Opposition January 25, 2011
Registration Number 3960357
Registration Date May 17, 2011
Owner (REGISTRANT) Denim Project LLC LIMITED LIABILITY COMPANY NEW YORK 17th Floor 1384 Broadway New York NEW YORK 10018
 (LAST LISTED OWNER) LIFEGUARD LICENSING CORP. CORPORATION NEW YORK 1384 BROADWAY 17TH FLOOR NEW YORK NEW YORK 10018
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Brad D. Rose
Type of Mark TRADEMARK

Register PRINCIPAL
Live/Dead Indicator LIVE

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