

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM314371

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NOTICE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DIASTAR, INC.		08/18/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	ROSENTHAL & ROSENTHAL, INC.		
Street Address:	1370 BROADWAY		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3898292	HALLMARK DIAMONDS	
Registration Number:	3898293	HALLMARK RINGS	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-356-1755		
Email:	JSHARMA@ROSENTHALINC.COM		
Correspondent Name:	JEHAN SHARMA		
Address Line 1:	1370 BROADWAY		
Address Line 2:	ROSENTHAL & ROSENTHAL, INC.		
Address Line 4:	NEW YORK, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	F151301		
NAME OF SUBMITTER:	JEHAN SHARMA		
SIGNATURE:	/JEHAN SHARMA/		
DATE SIGNED:	08/18/2014		
Total Attachments: 3			
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NOTICE OF SECURITY INTEREST

KNOW ALL MEN BY THESE PRESENTS, that Rosenthal & Rosenthal, Inc., a New York corporation, located at 1370 Broadway, New York, New York 10018 (the "Secured Creditor"), extended credit to Diastar, Inc., a New York corporation ("Diastar"), secured, in part, by a security interest granted by Diastar to Secured Creditor on November 2, 2006 in all of Diastar's present and future general intangibles (as defined in Article 9 of the Uniform Commercial Code), including, without limitation, all right, title and interest of Diastar in the trademarks listed on Exhibit A, the goodwill of the business to which the Marks pertain, as well as all past common law causes of action and all rights to sue and to recover all damages and other appropriate relief for past infringement of the Marks, and the applications and registrations related thereto (hereinafter the "Marks"), which security interest continues and has not been released as of the date of this Notice of Security Interest.

IN WITNESS WHEREOF, Secured Creditor has caused this Notice of Security Interest to be executed this 18 day of AUGUST, 2014.

SECURED CREDITOR:

ROSENTHAL & ROSENTHAL, INC.

By: 
Name (print): THOMAS D. LAURIA
Title: Senior Vice President

ACKNOWLEDGEMENT

STATE OF NEW YORK)

COUNTY OF NEW YORK) ss.

On this 18 day of AUGUST, 2014, before me, a Notary Public in and for said State and County, personally appeared THOMAS D. LAURA to me known and known to me to be the person of that name who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.



Notary Public

My Commission Expires:

JEHAN SHARMA
NOTARY PUBLIC, State of New York
No. 01SH6288454
Qualified in New York County
Commission Expires September 3, 2017

EXHIBIT A TO NOTICE OF SECURITY INTEREST

<u>Mark</u>	<u>Registration No.</u>
Hallmark Diamonds	3898292
Hallmark Rings	3898293

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