

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM317572

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Remove Serial No. 73517262, Registration No. 1372920 previously recorded on Reel 005122 Frame 0876. Assignor(s) hereby confirms the Serial No. 73517262, Registration No. 1372920.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
THE STUCKEY COMPANY		09/09/2011	COMPANY:

RECEIVING PARTY DATA

Name:	RATILAL BECHARLAL & SONS
Street Address:	401/402, prasad chambers
Internal Address:	opera house
City:	mumbai
State/Country:	INDIA
Postal Code:	400 004
Entity Type:	COMPANY: INDIA

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	3143180	LOVEMARK
Serial Number:	77716264	LOVE MARK

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 215-731-9100
 Email: dehret@rfzlaw.com
 Correspondent Name: Law Offices of Robert F. Zielinski
 Address Line 1: One South Broad Street, Suite 1600
 Address Line 4: PHILADELPHIA, PENNSYLVANIA 19107

ATTORNEY DOCKET NUMBER:	STUCKEY
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DOMESTIC REPRESENTATIVE

Name: Law Offices of Robert F. Zielinski
Address Line 1: One South Broad Street, Suite 1600
Address Line 4: Philadelphia, PENNSYLVANIA 19107

NAME OF SUBMITTER:	Robert f. zielinski
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TRADEMARK

SIGNATURE:	/Robert F. Zielinski/
DATE SIGNED:	09/22/2014
Total Attachments: 9 source=ASSIGNMENT#page1.tif source=ASSIGNMENT#page2.tif source=ASSIGNMENT#page3.tif source=ASSIGNMENT#page4.tif source=ASSIGNMENT#page5.tif source=ASSIGNMENT#page6.tif source=ASSIGNMENT#page7.tif source=ASSIGNMENT#page8.tif source=ASSIGNMENT#page9.tif	

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
The Stuckey Company		09/09/2011	CORPORATION:
RECEIVING PARTY DATA			
Name:	Ratilal Becharlal & Sons		
Street Address:	401/402, Prasad Chambers		
City:	Opera House, Mumbai		
State/Country:	INDIA		
Postal Code:	400 004		
Entity Type:	a Partnership Firm: INDIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3143180	LOVEMARK	
Registration Number:	1372920	BOONE'S FARM WINERY ORIGINAL	
Serial Number:	77716264	LOVE MARK	
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:	215-731-9100		
Email:	dehret@rfzlaw.com		
Correspondent Name:	Law Offices of Robert F. Zielinski		
Address Line 1:	One South Broad Street, Suite 1600		
Address Line 4:	Philadelphia, PENNSYLVANIA 19107		
ATTORNEY DOCKET NUMBER:	STU-00001		
DOMESTIC REPRESENTATIVE			

OP: \$90.00 3143180

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

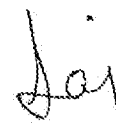
NAME OF SUBMITTER:	Robert F. Zielinski
Signature:	/Robert F. Zielinski/
Date:	10/02/2013
Total Attachments: 7 source=RatilaAssignment#page1.tif source=RatilaAssignment#page2.tif source=RatilaAssignment#page3.tif source=RatilaAssignment#page4.tif source=RatilaAssignment#page5.tif source=RatilaAssignment#page6.tif source=RatilaAssignment#page7.tif	

DEED OF ASSIGNMENT WITH GOODWILL

THIS DEED OF ASSIGNMENT made this ^{7th} day of September, Two Thousand and Eleven between M/S. THE STUCKEY COMPANY a Corporate body registered under the provisions of law prevailing in respect of Corporate bodies in U.S.A. and having registered office at 2000 Bering Drive, Suite 700, Houston, TX 77057, U.S.A., hereinafter referred to as "the **ASSIGNOR**" (which expression shall unless repugnant to the context or meaning thereof be deemed to include its successors and assigns) of the One Part AND RATILAL BECHARLAL & SONS, a Partnership Firm registered under the provisions of The Indian Partnership Act, 1932 and having its registered office at 401/402, Prasad Chambers, Opera House, Mumbai 400 004 India , hereinafter referred to as " the **ASSIGNEE** " (which expression shall unless repugnant to the context or meaning thereof be deemed to include its successors and assigns) of the Other Part.

WHEREAS :

- (a) The ASSIGNOR is the owner of various trademarks and trademark registrations in the United States and in certain foreign jurisdictions used in connections with diamonds, diamond jewellery and gold, platinum and silver jewellery incorporating diamonds and precious and semi precious stones as more fully set forth in Exhibit A, attached hereto and made a part hereof, (hereinafter referred to as the "Trademarks").
- (b) AND WHEREAS THE ASSIGNOR has power to hold, use or dispose off the said TRADE MARKS to any person the ASSIGNOR desires.
- (c) AND WHEREAS the ASSIGNEE is desirous of acquiring the right, title, interest and benefit vested in the said TRADE



- (c) AND WHEREAS the ASSIGNEE is desirous of acquiring the right, title, interest and benefit vested in the said TRADE MARKS along with the goodwill of the business relating in the goods for which the said Trade Marks have been used at law and equity for commercial expediency and diverse other reason;
- (d) AND WHEREAS the ASSIGNOR upon being so requested has agreed to ASSIGN and TRANSFER the benefit, title, interest and right including common law rights vested in the said TRADE MARKS along with the goodwill of the business relating in the goods for which the Trade Mark has been used in consideration and performance and observance of the mutual covenants hereinafter contained in the manner contemplated herein;

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

(a) ASSIGNMENT OF TRADEMARK

- 1.1 In consideration of the sum of US\$ 275,000/- (US DOLLAR Two Lac Seventy Five Thousand Only) now to be paid by ASSIGNEE to ASSIGNOR the ASSIGNOR as the owner and/or beneficial owner **DOETH HEREBY ASSIGN** all that rights, benefit, title, interest, including common law right vested in the said TRADE MARKS alongwith the goodwill of the business in the goods for which the said Trade Marks have been used by it without any limitation or restriction whatsoever unto the ASSIGNEE absolutely forever.
- 1.2 This Agreement shall include the right for ASSIGNEE to bring proceedings against any third party in respect of the Trade Marks (including proceedings against any third party for passing off or for otherwise violating the rights of ASSIGNOR in the Trade Marks).



1.3 ASSIGNOR undertakes that at the request of ASSIGNEE at any time and from time to time it will execute such deeds or documents and do such acts or things as may be necessary or desirable to give effect to this Agreement.

(b) REPRESENTATION AND WARRANTIES OF THE ASSIGNOR

2.1 The ASSIGNOR hereby declares that it has full right and absolute authority to assign the said Trade Marks with all rights appurtenant thereto.

2.2 That it has not assigned or agreed to assign the said Trade Marks or to grant any license to use the same in favour of any other person or created any encumbrance thereon.

2.3 That the ASSIGNEE will be entitled to use the said Trade Marks and the goodwill of the business in the goods for which the said Trade Marks are used by the ASSIGNOR and will also be entitled to take benefit of such use in its own name for purpose of registration of the said Trade Marks without any objection or interruption by the ASSIGNOR or any person claiming under it and the ASSIGNOR shall render and offer or cause to be rendered and offered all possible assistance and evidence that may be required at the cost of the ASSIGNEE for completing the process of registration in the Assignee's name.

2.4 ASSIGNOR undertakes that at the request of ASSIGNEE at any time and from time to time it will execute such deeds or documents and do such acts or things as may be necessary or desirable to give effect to this Agreement and to bring the name of ASSIGNEE on record as the subsequent proprietor of the said Trade marks in the Register of Trade Marks in each of the countries where the said Trade Marks are registered and/or applied.



2.5 ASSIGNOR agrees and undertakes to provide to ASSIGNEE all such assistance:

- a. with any proceedings which may be brought by or against ASSIGNEE against or by any third party in relation to the said Trade Marks (including without limitation any opposition proceedings); and
- b. relating to the pending application made by the ASSIGNOR and assigned to the ASSIGNEE to register the said Trade Marks.

2.6 ASSIGNOR hereby undertakes, either on his own account or in connection with any related business, company or person:

- a. not to apply for registration as a trade mark or otherwise use any mark comprising or including the Trade Mark or any word, device or logo or sound confusingly similar (in ASSIGNEE's reasonable opinion) to the said Trade Marks or otherwise attack the title of ASSIGNEE in and to the said Trade Marks; and
- b. not to make any use of the said Trade Marks or any name or mark intended or likely to be confused or associated with it.

(c) DULY CONSTITUTED ATTORNEYS

In consideration of the sum of monies to be paid by the ASSIGNEE to the ASSIGNOR under these presents for the transfer and assignment of the said Trade Marks to and in favour of the ASSIGNEE as herein provided, the ASSIGNOR hereby irrevocably nominates, constitutes and appoints the ASSIGNEE in that behalf in fact and at



law, to sign, seal, deliver, swear, execute and do and perform all such acts, deeds, matters and things from time to time as may be necessary, desirable, or appropriate for or in connection with the full, complete and satisfactory transfer and assignment of the said Trade Marks to and in favour of the ASSIGNEE for ever, under and in accordance with and pursuant to the Act.

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IN WITNESS WHEREOF the ASSIGNOR and the ASSIGNEE have respectively caused their signatures at the foot of this document the day, month and year first above written

JBS
SIGNED BY THE WITHINAMED ASSIGNOR)

Stuckey Diamonds, Inc. 2/10/11
M/S. THE STUCKEY COMPANY., by its)

Mr. *James H. Stuckey* pursuant to Board) *JBS*

Resolution dated *9 Sept 2011* in the)

presence of...)

1. *Gen E. Stuckey*

2. *Mary B.*

SIGNED BY THE WITHINAMED ASSIGNEE)

RATILAL BECHARLAL & SONS)

By its Partner Mr. Shyam A. Jasani) *Shyam A. Jasani*

in the presence of...)

1. *Prashant Trivedi*

2. *Jshah*
Jigar Shah

**Exhibit "A" to the Deed of Assignment between
The Stuckey Company & Raitlal Becharial & Sons.**

File ID	SHORT TITLE	COUNTRY	STATUS	TYPE	App Date	Pat Grant Date	Expiry Date	Text24	Pat Grant No.
STU-40100	LOVEMARK	America	Registered	14	25-Aug-04	12-Sep-06	12-Sep-12	12-Sep-16	3143780
STU-40100MT	LOVEMARK	Italy	Pending	14	04-Jun-09				1372426
STU-40310EU	LOVEMARK	European Union	Pending	14	28-May-09				77716264
STU-40150US	LOVEMARK (Stylized)	America	Pending	14	17-Apr-09				
STU-40150EU	LOVEMARK (Stylized)	European Union	Pending	14	09-Jun-09				
STU-40150EU-DE	LOVEMARK (Stylized)	Germany	Pending	14	09-Jun-09				
STU-40150EU-IT	LOVEMARK (Stylized)	Italy	Pending	14	09-Jun-09				
STU-40150EU-JE	LOVEMARK (Stylized)	Jersey	Pending	14	09-Jun-09				
STU-40150EU-LT	LOVEMARK (Stylized)	Lithuania	Pending	14	09-Jun-09				
STU-40150EU-GR	LOVEMARK (Stylized)	Greece	Pending	14	09-Jun-09				
STU-40150EU-HU	LOVEMARK (Stylized)	Hungary	Pending	14	09-Jun-09				
STU-40150EU-IE	LOVEMARK (Stylized)	Ireland	Pending	14	09-Jun-09				
STU-40150EU-LV	LOVEMARK (Stylized)	Latvia	Pending	14	09-Jun-09				
STU-40150EU-MT	LOVEMARK (Stylized)	Malta	Pending	14	09-Jun-09				
STU-40150EU-PL	LOVEMARK (Stylized)	Poland	Pending	14	09-Jun-09				
STU-40150EU-PT	LOVEMARK (Stylized)	Portugal	Pending	14	09-Jun-09				
STU-40150EU-RO	LOVEMARK (Stylized)	Romania	Pending	14	09-Jun-09				
STU-40150EU-SE	LOVEMARK (Stylized)	Sweden	Pending	14	09-Jun-09				
STU-40150EU-SI	LOVEMARK (Stylized)	Slovenia	Pending	14	09-Jun-09				
STU-40150EU-SK	LOVEMARK (Stylized)	Slovakia	Pending	14	09-Jun-09				
STU-40150EU-GB	LOVEMARK (Stylized)	United Kingdom	Pending	14	09-Jun-09				
STU-40150EU-AT	LOVEMARK (Stylized)	Austria	Pending	14	09-Jun-09				
STU-40150EU-BG	LOVEMARK (Stylized)	Bulgaria	Pending	14	09-Jun-09				
STU-40150EU-BX	LOVEMARK (Stylized)	Benelux	Pending	14	09-Jun-09				
STU-40150EU-CY	LOVEMARK (Stylized)	Cyprus	Pending	14	09-Jun-09				
STU-40150EU-CZ	LOVEMARK (Stylized)	Czech Republic	Pending	14	09-Jun-09				
STU-40150EU-DK	LOVEMARK (Stylized)	Denmark	Pending	14	09-Jun-09				
STU-40150EU-EE	LOVEMARK (Stylized)	Estonia	Pending	14	09-Jun-09				
STU-40150EU-ES	LOVEMARK (Stylized)	Spain	Pending	14	09-Jun-09				
STU-40150EU-FI	LOVEMARK (Stylized)	Finland	Pending	14	09-Jun-09				
STU-40150EU-FR	LOVEMARK (Stylized)	France	Pending	14	09-Jun-09				
STU-40220	THERE'S NOTHING LIKE A LOVEMARK DIAMOND	America	Not yet filed						
STU-40220US	THERE'S NOTHING LIKE A LOVEMARK DIAMOND	America	Pending	14	18-May-10				
STU-40140EU	LM (Stylized)	America	Pending	14	09-Jun-09				
STU-40240	THERE'S NOTHING LIKE A DIAMOND, AND THERE'S NO DIAMOND LIKE A LOVEMARK	European Union	Pending	14	20-May-10				
STU-40210	THERE'S NO DIAMOND LIKE A LOVEMARK	America	Pending	14	18-May-10				

Handwritten signature: J. J. Johnson