

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM325578

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Release of Security Interest in Trademarks		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Alostar Bank of Commerce		12/08/2014	a state banking institution: ALABAMA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Diamonds Direct USA Inc.		
<b>Street Address:</b>	4521 Sharon Road		
<b>Internal Address:</b>	Suite 101		
<b>City:</b>	Charlotte		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	28211		
<b>Entity Type:</b>	CORPORATION: NORTH CAROLINA		
<b>Name:</b>	Diamonds Direct USA of Raleigh, LLC		
<b>Street Address:</b>	4521 Sharon Road		
<b>Internal Address:</b>	Suite 101		
<b>City:</b>	Charlotte		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	28211		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
<b>Name:</b>	Diamonds Direct USA of Alabama LLC		
<b>Street Address:</b>	4521 Sharon Road		
<b>Internal Address:</b>	Suite 101		
<b>City:</b>	Charlotte		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	28211		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ALABAMA		
<b>Name:</b>	Diamonds Direct USA of Austin LLC		
<b>Street Address:</b>	4521 Sharon Road		
<b>Internal Address:</b>	Suite 101		
<b>City:</b>	Charlotte		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	28211		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: TEXAS		

TRADEMARK

<b>Name:</b>	Diamonds Direct USA of Richmond LLC
<b>Street Address:</b>	4521 Sharon Road
<b>Internal Address:</b>	Suite 101
<b>City:</b>	Charlotte
<b>State/Country:</b>	NORTH CAROLINA
<b>Postal Code:</b>	28211
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: VIRGINIA

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
<b>Serial Number:</b>	85758413	THE RIGHT DIAMOND
<b>Serial Number:</b>	85749676	DIAMONDS DIRECT

**CORRESPONDENCE DATA**

**Fax Number:** 9192868199  
*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:** 919 286-8000  
**Email:** PTO\_TMconfirmation@mvalaw.com  
**Correspondent Name:** MOORE & VAN ALLEN PLLC  
**Address Line 1:** 3015 CARRINGTON MILL BOULEVARD  
**Address Line 2:** SUITE 400  
**Address Line 4:** MORRISVILLE, NORTH CAROLINA 27560

<b>ATTORNEY DOCKET NUMBER:</b>	031558-285
<b>NAME OF SUBMITTER:</b>	Ellen A. Rubel
<b>SIGNATURE:</b>	/Ellen A. Rubel/
<b>DATE SIGNED:</b>	12/09/2014

**Total Attachments: 3**  
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**RELEASE OF SECURITY INTEREST IN TRADEMARKS**

This Release of Security Interest in Trademarks is made as of December 8, 2014 by ALOSTAR BANK OF COMMERCE, a state banking institution incorporated or otherwise organized under the laws of the State of Alabama, as agent for certain lenders ("Grantee"), having an address at 3630 Peachtree Road, N.E., Suite 1050, Atlanta, GA 30326.

For good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Grantee hereby expressly releases its liens and security interests upon the trademarks and trademark applications listed on Exhibit A attached hereto and made a part hereof, and all products and proceeds of the foregoing, the goodwill of the business symbolized by the marks, and to any other rights it might have arising under that certain Trademark Security Agreement dated December 18, 2013, among Grantee, DIAMONDS DIRECT USA INC., a North Carolina corporation ("Parent"), DIAMONDS DIRECT USA OF RALEIGH, LLC, a North Carolina limited liability company ("Raleigh"), DIAMONDS DIRECT USA OF ALABAMA LLC, an Alabama limited liability company ("Alabama"), DIAMONDS DIRECT USA OF AUSTIN LLC, a Texas limited liability company ("Austin"), and DIAMONDS DIRECT USA OF RICHMOND LLC, a Virginia limited liability company ("Richmond"; and together with Parent, Raleigh, Alabama and Austin, individually, "Grantor", and collectively, "Grantors"), each having its chief executive office at 4521 Sharon Road, Suite 101, Charlotte, North Carolina 28211, which was recorded December 18, 2013, on Reel No. 5176, Frame 0725, United States Patent and Trademark Office. This Release of Security Interest in Trademarks may be filed with the United States Patent and Trademark Office to evidence Grantee's release of the security interest against all such trademarks and trademark applications.

[Remainder of page intentionally left blank;  
signature appear on the following page.]

IN WITNESS WHEREOF, Grantee has signed this Release of Security Interest in Trademarks effective as of the date first set forth above.

ALOSTAR BANK OF COMMERCE, as Grantee

By: 

Name: Eddie Carpenter

Title: Director

Release of Security Interest in Trademarks – Diamonds Direct

**TRADEMARK**  
**REEL: 005416 FRAME: 0337**

EXHIBIT A

Trademarks

<u>Trademark</u>	<u>Owner</u>	<u>Jurisdiction</u>	<u>Registration Number</u>	<u>Registration Date</u>
DIAMONDS DIRECT	Diamonds Direct USA of Alabama LLC	Alabama Secretary of State	113-174	July 10, 2012
DIAMONDS DIRECT (& design)	Diamonds Direct USA, Inc.	Commonwealth of Virginia, State Corporation Commission	1011160	April 16, 2012
DIAMONDS DIRECT	Diamonds Direct USA, Inc.	Commonwealth of Virginia, State Corporation Commission	101157	January 26, 2012
DIAMONDS DIRECT	Diamonds Direct USA Inc.	North Carolina Department of the Secretary of State	021034	January 1, 1996

Trademark Applications

<u>Trademark</u>	<u>Owner</u>	<u>Jurisdiction</u>	<u>Serial Number</u>	<u>Application Date</u>
THE RIGHT DIAMOND	Diamonds Direct USA Inc.	United States Patent and Trademark Office	85758413	October 19, 2012
DIAMONDS DIRECT	Diamonds Direct USA, Inc.	United States Patent and Trademark Office	85749676	October 9, 2012