

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM329062

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|---|--|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| ALO Jewelry, S.R.O. | | 12/29/2014 | an s.r.o/limited liability company organized in the Czech Republic: CZECH REPUBLIC |
| RECEIVING PARTY DATA | | | |
| Name: | ALO Jewelry CZ, S.R.O. | | |
| Street Address: | Na Maninach 1040/14 | | |
| City: | Prague | | |
| State/Country: | CZECH REPUBLIC | | |
| Postal Code: | 170 00 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: CZECH REPUBLIC | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4438323 | ALO DIAMONDS | |
| Registration Number: | 4479764 | ALO | |
| Registration Number: | 4479765 | ALO JEWELRY | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3176377561 | | |
| <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: | (317) 634-3456 | | |
| Email: | docketdept@uspatent.com | | |
| Correspondent Name: | Steve Zlatos | | |
| Address Line 1: | 111 Monument Circle | | |
| Address Line 2: | Suite 3700 | | |
| Address Line 4: | Indianapolis, INDIANA 46204-5137 | | |
| ATTORNEY DOCKET NUMBER: | 011178-000001 | | |
| NAME OF SUBMITTER: | Steve Zlatos | | |
| SIGNATURE: | /Steve Zlatos/ | | |
| DATE SIGNED: | 01/15/2015 | | |

OP \$90.00 4438323

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, ALO Jewelry, S.R.O., a limited liability company of the Czech Republic, with an address of Na Maninach 1040/14, 170 00 Prague, Czech Republic (hereinafter "Assignor"), is the owner of the following marks, and the goodwill thereto:

| <u>REGISTRATION NO.</u> | <u>MARK</u> | <u>DATE REGISTERED</u> |
|-------------------------|--------------|------------------------|
| 4,438,323 | ALO DIAMONDS | November 26, 2013 |
| 4,479,764 | ALO | February 11, 2014 |
| 4,479,765 | ALO JEWELRY | February 11, 2014 |

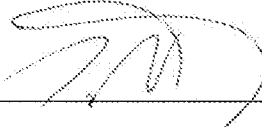
WHEREAS, ALO Jewelry CZ, s.r.o., a business organized under the laws of the Czech Republic, with an address of Na Maninach 1040/14, 170 00 Prague, Czech Republic, (hereinafter "Assignee") desires to acquire said marks and registrations thereon;

NOW, THEREFORE, in consideration of these premises and other good, valuable, and sufficient consideration, receipt of which is hereby acknowledged by Assignor, Assignor has sold, assigned and transferred all right, title and interest in and to said marks, including any Certificates of Registration, together with the goodwill of the business symbolized by said marks, together with all rights of action, in law or in equity, for any past or future infringement thereof. Assignor agrees to promptly execute and deliver to Assignee or its legal representatives all papers, instruments or affidavits required to carry out and record this transfer and assignment of the marks to Assignee.

Said marks and registrations are to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns to the full end of the present or extended term for which said Certificates of Registration have been granted, as fully and entirely as the same would have been held by Assignor if this assignment and contribution had not been made.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed and effective as of the 29th day of December, 2014.

ALO JEWELRY, S.R.O. (ASSIGNOR):

By:  _____


Printed Name: Ivo Weber

Title: Executive Officer

Date: 29th December 2014

WITNESS Assignor's hand:

WITNESS:

By:  _____

Printed Name: Michal Bordean

Address: Bezručova 4, 811 09 Bratislava

Date: 29th December 2014

WITNESS Assignor's hand:

WITNESS:

By:  _____

Printed Name: Alojz Ryšavý

Address: Na Maninách 1040/14, 170 00 Praha 7, _

Date: 29th December 2014