

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335986

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Paul Winston Fine Jewelry Group, Ltd.		03/19/2015	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Gemesis, Inc.		
Doing Business As:	Pure Grown Diamonds		
Street Address:	28 West 44th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3030587	MODERN LOVE	
CORRESPONDENCE DATA			
Fax Number:	7324762445		
<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:	732-476-2444		
Email:	emelzer@greenbaumlaw.com		
Correspondent Name:	Eric H. Melzer, Esq.		
Address Line 1:	99 Wood Avenue South		
Address Line 2:	4th Floor		
Address Line 4:	Iselin, NEW JERSEY 08830		
NAME OF SUBMITTER:	Eric H. Melzer		
SIGNATURE:	/Eric H. Melzer/		
DATE SIGNED:	03/24/2015		
Total Attachments: 1			
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ASSIGNMENT AND ASSUMPTION OF TRADEMARK AGREEMENT

WHEREAS, PAUL WINSTON FINE JEWELRY GROUP, LTD., a New York corporation having a principal place of business at 151 West 46th Street, New York, New York 10017 (the "Assignor"), has used and is the owner of the trademark MODERN LOVE®, U.S. Registration Number 3,030,587, Registration Date: December 13, 2005 (the "Trademark"); and

WHEREAS, GEMESIS, INC. d/b/a PURE GROWN DIAMONDS, a Delaware corporation having a principal place of business at 28 West 44th Street, New York, New York 10036 (the "Assignee"), is desirous of acquiring any and all rights that the Assignor may have in and to the Trademark and the application and registration therefor, together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign unto the Assignee all right, title and interest in and to the Trademark, and the registration and the application therefor for the United States and throughout the world, together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with all rights of action, powers and benefits accruing to the Trademark, including without limitation, the right to recover for damages and profits for past infringements thereof.

The Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all the Assignor's rights, title and interest in and to the Trademark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor.

IN WITNESS WHEREOF, this Assignment is executed, delivered and made effective as of this 13 day of March 2015

ASSIGNOR:

PAUL WINSTON FINE JEWELRY GROUP, LTD.

By: _____

Isaac Gad
Isaac Gad, President

ASSIGNEE:

GEMESIS, INC. d/b/a PURE GROWN DIAMONDS

By: _____

Simon Bressi

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