

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM350525

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
De Beers Centenary AG		08/03/2015	Aktiengesellschaft: SWITZERLAND
RECEIVING PARTY DATA			
Name:	De Beers UK Limited		
Street Address:	17 Charterhouse Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	EC1N6RA		
Entity Type:	limited company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 41			
Property Type	Number	Word Mark	
Registration Number:	3376133	A DIAMOND IS FOREVER	
Registration Number:	3756544	COMPASS SETTING	
Serial Number:	86091700	CORNERSTONES	
Registration Number:	3596886	DIAMOND TRADING COMPANY	
Registration Number:	3639599	DIAMOND TRADING COMPANY	
Registration Number:	4043725	DIAMONDPLUS	
Registration Number:	3363699	DIAMONDSURE	
Registration Number:	3370714	DIAMONDVIEW	
Registration Number:	3708746	DTC	
Serial Number:	85678860	DTC	
Registration Number:	3724440	DTC	
Serial Number:	85640930	DTC INDUSTRIAL SIGHTHOLDER	
Registration Number:	3580559	DTC SIGHTHOLDER	
Registration Number:	3844029	ENCORDIA	
Registration Number:	3978683	EVERLON	
Registration Number:	3978682	EVERLON DIAMOND KNOT COLLECTION	
Registration Number:	4177236	EXPERTLY CRAFTED. INDIVIDUALLY INSCRIBED	
Registration Number:	3423034	FOREVERMARK	
Serial Number:	86324364	FOREVERMARK	

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3578653	FOREVERMARK DIAMANTAIRE
Registration Number:	3995540	FOREVERMARK DIAMOND INSTITUTE
Registration Number:	4324606	· FOREVERMARK · DIAMOND INSTITUTE
Registration Number:	3858774	FOREVERMARK JEWELLER
Registration Number:	4641522	FOREVERMARK SETTING
Serial Number:	85823840	·INTERNATIONAL INSTITUTE OF DIAMOND GRAD
Registration Number:	4178093	MILLEMOI
Registration Number:	3724401	
Registration Number:	3352524	
Registration Number:	4065721	
Serial Number:	86177181	
Registration Number:	3936177	
Registration Number:	3762076	RARER THAN RARE
Serial Number:	86148231	S
Registration Number:	4623736	S SIGHTHOLDER
Serial Number:	85684255	SHE IS MY EVERYTHING
Serial Number:	86012966	SIGHTHOLDER
Registration Number:	3724254	THE ART OF PRECIOUS DIAMONDS
Registration Number:	4564519	THE CENTER OF MY UNIVERSE
Registration Number:	4516967	THE DIAMOND. THE PROMISE.
Registration Number:	3978688	THE STRENGTH OF LOVE FORGED IN A KNOT
Registration Number:	4177237	THE WORLD'S MOST CAREFULLY SELECTED DIAM

CORRESPONDENCE DATA

Fax Number: 8165317545

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: 816-460-2400

Email: brian.mcginley@dentons.com, anita.hansen@dentons.com, trademarks.us@dentons.com

Correspondent Name: Brian R. McGinley

Address Line 1: Dentons US LLP

Address Line 2: P. O. Box 061080

Address Line 4: Chicago, ILLINOIS 60606-1080

ATTORNEY DOCKET NUMBER: 70034300-0406 (BRM)

DOMESTIC REPRESENTATIVE

Name: Dentons US LLP

Address Line 1: P. O. Box 061080

Address Line 4: Chicago, ILLINOIS 60606-1080

NAME OF SUBMITTER: Brian R. McGinley

SIGNATURE:	/brian r mcginley/
DATE SIGNED:	08/05/2015
Total Attachments: 4 source=GSGBWKG6030_AA-CHT-101_1402_001#page1.tif source=GSGBWKG6030_AA-CHT-101_1402_001#page2.tif source=GSGBWKG6030_AA-CHT-101_1402_001#page3.tif source=GSGBWKG6030_AA-CHT-101_1402_001#page4.tif	

CONFIRMATORY ASSIGNMENT

This Confirmatory Assignment is made the 5 day of August 2015

BETWEEN

De Beers Centenary AG, a company incorporated under the laws of Switzerland with a company registration number CH-101.706.652 of Seehofstrasse 9, 6004 Luzern 6, Switzerland formerly Alpenstrasse 5, 6000 Luzern 6, Switzerland ("the Assignor")

and

De Beers UK Limited, a company incorporated under the laws of England and Wales with a company registration number of 02054170, whose principle office is 17 Charterhouse Street, London EC1N 6RA, United Kingdom ("the Assignee").

WHEREAS

- (A) The Assignor, who was the owner of trade mark registrations, details of which are set forth in Schedule A annexed hereto ("the Trade Mark Registrations), assigned the Trade Mark Registrations to the Assignee pursuant to an Assignment dated the 24th day of March 2015 ("the Assignment").
- (B) The parties hereto have agreed to enter into this Confirmatory Assignment to confirm that the Trade Mark Registrations and all rights ancillary thereto have been transferred by the Assignor to the Assignee.

NOW it is hereby agreed between the parties as follows:- The Assignor hereby confirms that, pursuant to the Assignment, they have assigned the Trade Mark Registrations and all rights ancillary thereto to the Assignee.

This Confirmatory Assignment shall be governed by and construed in accordance with English law.

IN WITNESS WHEREOF this Confirmatory Assignment has been executed by or on behalf of the parties on the date first above written.

Signed for and on behalf of _____

De Beers Centenary AG (signature, name & position)

Title: Dr. Joseph Kweng, member of board of directors

Date: July 22, 2015

in the presence of: Nathali Novak

(signature & name of witness) [Signature]

Signed for and on behalf of [Signature]

RICHARD GUE

De Beers UK Limited (signature, name & position)





Title: Director




Date: 3/8/15

in the presence of: [Signature]

(signature & name of witness) MRS SAMANTHA ROBERTS

De Beers Centenary AG - Schedule A (US TMs)

MARK	App. No.	Reg. No.	Status
A DIAMOND IS FOREVER	78/979644	3376133	Registered
AMS	86/529217		Pending
COMPASS SETTING	77/494100	3756544	Registered
CORNERSTONES	86/091700		Pending
DIAMOND TRADING COMPANY	78/897193	3596886	Registered
DIAMOND TRADING COMPANY	78/980485	3639599	Registered
DIAMONDPLUS	77/954402	4043725	Registered
DIAMONDSURE	78/897217	3363699	Registered
DIAMONDVIEW	78/897223	3370714	Registered
DTC	78/981240	3708746	Registered
DTC	85/678860		Pending
 DTC (and Design)	77/592159	3724440	Registered
 DTC INDUSTRIAL SIGHTHOLDER (AND DESIGN)	85/640930		Pending
DTC SIGHTHOLDER	78/897281	3580559	Registered
ENCORDIA	77/822761	3844029	Registered
EVERLON	77/761883	3978683	Registered
 DIAMOND KNOT COLLECTION	77/761873	3978682	Registered
EVERLON DIAMOND KNOT COLLECTION (AND DESIGN)			
EXPERTLY CRAFTED. INDIVIDUALLY INSCRIBED. THE WORLD'S MOST CAREFULLY SELECTED DIAMONDS.	85/269464	4177236	Registered
FOREVERMARK	78/979933	3423034	Registered
FOREVERMARK	86/324364		Pending
FOREVERMARK DIAMANTAIRE	77/328997	3578653	Registered
FOREVERMARK DIAMOND INSTITUTE	77/576952	3995540	Registered
 FOREVERMARK DIAMOND INSTITUTE (AND DESIGN)	85/978618	4324606	Registered
FOREVERMARK JEWELLER	77/620739	3858774	Registered
FOREVERMARK SETTING	85/413953	4641522	Registered

MARK	App. No.	Reg. No.	Status
 INTERNATIONAL INSTITUTE OF DIAMOND GRADING & RESEARCH (AND DESIGN)	85/823840		Pending
MILLEMOI	85/359170	4178093	Registered
 MISCELLANEOUS DESIGN	77/567776	3724401	Registered
 MISCELLANEOUS DESIGN (FOREVERMARK ICON)	78/979437	3352524	Registered
 MISCELLANEOUS DESIGN (FOREVERMARK ICON)	85/147676	4065721	Registered
 MISCELLANEOUS DESIGN (FOREVERMARK ICON)	86/177181		Pending
 MISCELLANEOUS DESIGN (TRIANGLES)	77/504435	3936177	Registered
RARER THAN RARE	77/436135	3762076	Registered
 S (AND DESIGN)	86/148231		Pending
 SIGHTHOLDER S SIGHTHOLDER (AND DESIGN)	86/148221	4623736	Registered
SHE IS MY EVERYTHING	85/684255		Pending
SIGHTHOLDER	86/012966		Pending
THE ART OF PRECIOUS DIAMONDS	77/428306	3724254	Registered
THE CENTER OF MY UNIVERSE	85/376948	4564519	Registered
THE DIAMOND. THE PROMISE.	85/698293	4516967	Registered
THE STRENGTH OF LOVE FORGED IN A KNOT	77/765573	3978688	Registered
THE WORLD'S MOST CAREFULLY SELECTED DIAMONDS.	85/269474	4177237	Registered