

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM393902

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DKI Services, LLC		06/01/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	SFCR LLC		
Street Address:	1100 Ridgeway Loop Rd.		
City:	Memphis		
State/Country:	TENNESSEE		
Postal Code:	38120		
Entity Type:	Limited Liability Company: TENNESSEE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3794136	DIAMOND	
Registration Number:	4327432	DIAMOND PROPERTY LOSS SOLUTIONS	
Registration Number:	3788180	DIAMOND SOLITAIRE	
Registration Number:	3530584	INSIGHTS	
CORRESPONDENCE DATA			
Fax Number:	3128966289		
<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:	3124431787		
Email:	ipdocket-chi@lockelord.com		
Correspondent Name:	Sean C. Fifield		
Address Line 1:	111 S. Wacker Dr.		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	100184400001		
NAME OF SUBMITTER:	Ingrid J. Scheckel		
SIGNATURE:	/Ingrid J. Scheckel/		
DATE SIGNED:	08/05/2016		
Total Attachments: 1 source=SFCR#page1.tif			

OP \$115.00 3794136

TRADEMARK ASSIGNMENT

This Trademark Assignment is made and entered into as of June 1, 2016, by DK1 Services LLC ("Assignor"), and SFCR LLC ("Assignee").

WHEREAS, Assignor wishes to assign, transfer and convey to Assignee to acquire all of Assignor's right, title and interest in and to the trademarks listed below, together with the U.S. Trademark Registrations listed below and the goodwill of the business connected with and symbolized thereby (collectively, the "Assigned Marks")

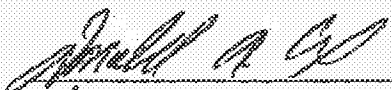
Mark	CNTRY	Application #	File Date	Reg Date	Registration #	Status	Ref	Mark
DIAMOND	US	77/604,244	10/30/2008	5/25/2010	3,794,135	REGISTERED	166	DIAMOND
DIAMOND PROPERTY LOSS SOLUTIONS	US	85/693,549	8/2/2012	4/30/2013	4,327,432	REGISTERED	166	DIAMOND PROPERTY LOSS SOLUTIONS
DIAMOND SOLITAIRE	US	77/604,260	10/30/2008	5/11/2010	3,788,180	REGISTERED	166	DIAMOND SOLITAIRE
INSIGHTS	US	77/439,297	4/3/2008	11/11/2008	3,530,584	REGISTERED	166	INSIGHTS

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby sells, assigns, transfers and conveys to Assignee its entire right, title, interest in and to the Assigned Marks, the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made, including the right to sue for and receive all damages from past infringements of the Assigned Marks arising prior to the effective date hereof.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment effective as of the date first above written.

DK1 Services LLC

By: 
 Name: Donald A. Cox
 Title: CFO