

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM547371

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 Trademarks Limited		10/29/2019	Limited Liability Company: ENGLAND AND WALES
RECEIVING PARTY DATA			
Name:	De Beers UK Limited		
Street Address:	20 Carlton House Terrace		
City:	London		
State/Country:	ENGLAND AND WALES		
Postal Code:	SW1Y 5AN		
Entity Type:	Limited Liability Company: ENGLAND AND WALES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3510098	DE BEERS	
CORRESPONDENCE DATA			
Fax Number:	3128767934		
<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:	816-460-2605		
Email:	trademarks.us@dentons.com		
Correspondent Name:	Brian R. McGinley		
Address Line 1:	Wacker Drive Station, Willis Tower		
Address Line 2:	P.O. Box 061080		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	70034300-002		
DOMESTIC REPRESENTATIVE			
Name:	Brian R. McGinley		
Address Line 1:	Wacker Drive Station, Willis Tower		
Address Line 2:	P.O. Box 061080		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Brian R. McGinley		
SIGNATURE:	/brm/		

OP \$40.00 3510098

DATE SIGNED:	10/31/2019
Total Attachments: 4 source=GSGBWKG6030_AA-CHT-402_4394_001#page1.tif source=GSGBWKG6030_AA-CHT-402_4394_001#page2.tif source=GSGBWKG6030_AA-CHT-402_4394_001#page3.tif source=GSGBWKG6030_AA-CHT-402_4394_001#page4.tif	

DATED 29 October 2019

De Beers Trademarks Limited

- and -

De Beers UK Limited

Deed of Assignment

Execution Version

This Confirmatory Assignment is made the 29 day of October 2019

BETWEEN:

- (1) **De Beers Trademarks Limited**, a company incorporated under the laws of England and Wales with company registration number 04140608, whose principal office is at 20 Carlton House Terrace, London SW1Y 5AN ("**Assignor**"); and
- (2) **De Beers UK Limited**, a company incorporated under the laws of England and Wales with company registration number 02054170, whose principal office is at 20 Carlton House Terrace, London SW1Y 5AN ("**Assignee**")

WHEREAS


- (A) The Assignor, who was the owner of the trade mark registration ("the Trade Mark"), details of which are set forth in Schedule A annexed hereto assigned the Trade Mark to the Assignee pursuant to an Assignment dated the 25th day of October 2019 ("the Assignment").
- (B) The parties hereto have agreed to enter into this Confirmatory Assignment to confirm that the Trade Mark 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 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 Trademarks Limited**

Signature: 

Full Name: LEE DAVID HAZELWOOD

Title: DIRECTOR


Date: 29/10/2019

Execution Version


in the presence of:

signature: 
Name of witness: Kathrine Clarke

Signed for and on behalf of De Beers UK Limited

Signature: 
Full Name: DAVID FRICKER
Title: MR
Date: 29.10.2019

in the presence of: AMY KINSELLA

Signature: 
Name of witness: AMY KINSELLA

Schedule A

Registration number	Country	Mark	Registration date	Class
3510098	USA	DE BEERS	3/09/2008	14