TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM376278

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Rio Tinto London Limited		03/09/2016	Private Limited Company: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	Diamond Producers Association Limited
Street Address:	60 Chiswell Street
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	EC1Y 4AG
Entity Type:	Private Limited Company: UNITED KINGDOM

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	86638514	
Serial Number:	86638540	DIAMOND PRODUCERS ASSOCIATION
Serial Number:	86638529	THE DIAMOND MIRACLE OF NATURE

CORRESPONDENCE DATA

Fax Number: 9498519348

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: 9498510633
Email: IPDocketWashington@mwe.com
Correspondent Name: Sarah E. Bro
Address Line 1: 4 Park Plaza, Suite 1700
Address Line 2: McDermott Will & Emery LLP
Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:	091048-0018; 0019; 0020

DOMESTIC REPRESENTATIVE

Name: McDermott Will & Emery LLP
Address Line 1: 500 North Capitol Street, N.W.
Address Line 2: The McDermott Building
Address Line 4: Washington, D.C. 20001

CH $90.00 86638514

NAME OF SUBMITTER:	Sarah E. Bro
SIGNATURE:	/sarah e. bro/
DATE SIGNED:	03/10/2016
Total Attachments: 2 source=EXECUTED ASSIGNMENT_#page1.tif source=EXECUTED ASSIGNMENT_#page2.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made by and between **Rio Tinto London Limited,** a private limited company organized and existing under the laws of the United Kingdom, with an address of 6 St James's Square, London, SW1Y 4AD, United Kingdom ("**Assignor**"), and **Diamond Producers Association Limited,** a private limited company organized and existing under the laws of the United Kingdom, with an address of 60 Chiswell Street, London, EC1Y 4AG, United Kingdom ("**Assignee**").

WHEREAS, Assignor is the owner of the trademarks and trademark applications identified in Schedule A (collectively, the "Marks"), all the goodwill and reputation attached thereto, all common law rights related thereto, and all rights in any cause of action related thereto throughout the world; and

WHEREAS, Assignee, the successor of the portion of Assignor's ongoing and existing business to which the Marks pertain, desires to acquire all of Assignor's right, title and interest in and to the Marks, as well as all the goodwill and reputation attached thereto, all common law rights related thereto, and all rights in any cause of action related thereto throughout the world;

NOW, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby sell, assign, convey, transfer, and set over unto the Assignee all of Assignor's right, title and interest in and to the Marks, together with all goodwill and reputation attached or related thereto, all common law rights related thereto, that portion of the business which is ongoing and existing to which the Marks pertain, and any cause of action related to the Marks throughout the world.

Rio Tinto London Limited

By: LAUREN TALENT

Title: TRADEMARK ADMINISTRATOR

Date: FEBRUARY 26, 2016

Diamond Producers Association Limited

By: Jean-Marc VERCHERE

Title: Chief Executive Officer

Date: March 9 2016

SCHEDULE A

Trademark	U.S. Application No. / Application Date	Goods/Services
DIAMOND SPIRAL DESIGN LOGO	86638514 May 21, 2015	(Int'l Class: 14) *Jewelry; diamond jewelry; diamonds; precious stones; semi-precious stones; gemstones; and related goods and services* (Int'l Class: 35) *The bringing together for the benefit of others of a variety of goods (excluding the transport thereof) enabling customers to conveniently view and purchase those goods; Distribution services; Advertising, marketing, promotion and business services; and related goods and services*
DIAMOND PRODUCERS ASSOCIATION & DESIGN	86638540 May 21, 2015	(Int'l Class: 14) *Jewelry; diamond jewelry; diamonds; precious stones; semi-precious stones; gemstones; and related goods and services* (Int'l Class: 35) *The bringing together for the benefit of others of a variety of goods (excluding the transport thereof) enabling customers to conveniently view and purchase those goods; Distribution services; Advertising, marketing, promotion and business services; and related goods and services*
THE DIAMOND MIRACLE OF NATURE & DESIGN	86638529 May 21, 2015	(Int'l Class: 14) *Jewelry; diamond jewelry; diamonds; precious stones; semi-precious stones; gemstones; and related goods and services* (Int'l Class: 35) *The bringing together for the benefit of others of a variety of goods (excluding the transport thereof) enabling customers to conveniently view and purchase those goods; Distribution services; Advertising, marketing, promotion and business services; and related goods and services*