

06-15-2000

FORM TPO-1594
1-31-92



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

101381990

To the Honorable Commissioner of Patents and Trademarks, or copy thereof.

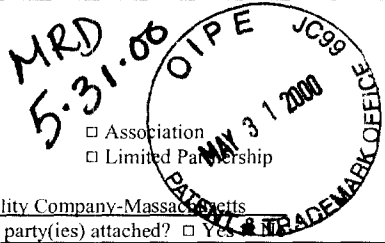
1. Name of conveying party(ies):

Diamond.com, LLC

- Individual(s)
- General Partnership
- Corporation-State

Other Limited Liability Company-Massachusetts

Additional name(s) of conveying party(ies) attached? Yes No



2. Name and address of receiving party(ies):

Name: Odimo.com, Inc.

Address: 14001 N.W. Fourth Street
Sunrise, Florida 33325

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No
(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

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3. Nature of Conveyance:

- Assignment
- Security Agreement
- Merger
- Change of Name

Other _____

Execution Date: April 7, 2000

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

75/793,521

Mark: DIAMOND.COM

B. Trademark registration No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Brian D. Anderson, Esquire
OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C.
Attorneys at Law
Fourth Floor
1755 Jefferson Davis Highway
Arlington, Virginia 22202

OSMMN Ref: 10730-0009-13

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): . . . \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 15-0030
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Brian D. Anderson
Name of Person Signing

Signature

5/31/00
Date

Total number of pages including cover sheet, attachments, and document: 4

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

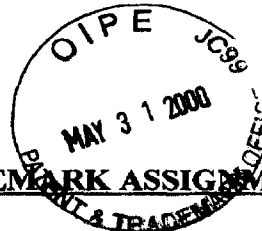
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Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project, (0651-0011), Washington, D.C. 20503



CONFIRMATORY TRADEMARK ASSIGNMENT

This Agreement is by and between Diamond.com, LLC, a Massachusetts limited liability company, with offices at 18 Commerce Way, #3000 Woburn, Massachusetts 01801 ("Assignor") and Odimo.com, Inc., a Delaware corporation, with offices at 14001 N.W. Fourth Street, Sunrise, Florida 33325 ("Assignee").

WHEREAS, the parties have previously executed an Asset Acquisition Agreement dated April 7, 2000 which includes the transfer of any and all trademark rights of Assignor in and to the trademark DIAMOND.COM; and

WHEREAS, the parties wish to confirm such transfer in a short form document suitable for recordation in the United States Patent and Trademark Office and elsewhere as necessary;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged one party to the other, it is agreed:

1. Assignor is and, as of the date of executing the aforementioned Asset Acquisition Agreement, was the owner of the trademark DIAMOND.COM as reflected by United States pending trademark application Serial No. 75/793,521 filed on September 7, 1999 as well as common law rights therein and any and all pertinent goodwill attached thereto.

2. Effective April 7, 2000, the trademark DIAMOND.COM, in association with relevant portions of the business associated therewith was transferred along with any and all

attendant common law rights, all the appurtenant goodwill and application for registration Serial No. 75/793,521 were effectively transferred to Assignee, Odimo.com, Inc.

DIAMOND.COM, LLC
Signature: [Signature]
Name: Christopher J. McWhade
Title: Manager / Member
Date: 4/27/00

ODIMO.COM, INC.
Signature: [Signature]
Name: JEFF KOENIGSMAN
Title: COO
Date: 5-9-00

Seal

Seal

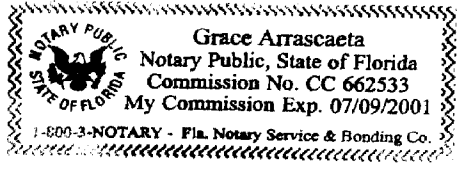
Subscribed and sworn before me
this 27th day of April, 2000.
[Signature]
Notary Public

Subscribed and sworn before me
this 9th day of May, 2000.
[Signature]
Notary Public

My commission expires 11/12/2005

My commission expires _____

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK EXAMINING OPERATIONS

In re the Application of:

Odimo.com, Inc.

Serial No.: 75/793,521

Filed: September 7, 1999

Mark: DIAMOND.COM

Honorable Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

Honorable Assistant Commissioner:



BOX RESPONSES
NO FEE

SUBSTITUTE POWER OF ATTORNEY

The undersigned hereby revokes all previous powers of attorney herein and appoints **Brian D. Anderson**, and the following attorneys of the law firm of OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C., as its attorneys with full powers of substitution and revocation and to transact all business in the Patent and Trademark Office in connection with the captioned application:

Norman F. Oblon
Marvin J. Spivak
C. Irvin McClelland
Gregory J. Maier
Arthur I. Neustadt
Richard D. Kelly
David J. Kera
Jeffrey H. Kaufman
Brian D. Anderson

Roberta S. Bren
P. Jay Hines
Jonathan Hudis
Jordan S. Weinstein
Kathleen Cooney-Porter*
James D. Hamilton
Eckhard H. Kuesters
Robert T. Pous
Charles L. Gholz

William E. Beaumont
Jean-Paul Lavalleye
Stephen G. Baxter
Robert W. Hahl
Richard L. Treanor
John T. Goolkasian*
Richard L. Chinn
Steven P. Weihrouch

Members of the Bar of Virginia (except as indicated)

* Member of the Bar of the District of Columbia

Please address all correspondence to Brian D. Anderson at OBLON, SPIVAK,
McCLELLAND, MAIER & NEUSTADT, P.C., Fourth Floor, 1755 Jefferson Davis Highway,
Arlington, Virginia 22202.

ODIMO.COM, INC.



Signature:

Jeffrey Korach

Name:

JEFFREY KORACH

(printed or typewritten)

Title:

CEO

Date:

4-25-00

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