

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
De Beers Diamond Jewellers Limited		07/23/2013	COMPANY: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	De Beers Trademarks Limited
Street Address:	17 Charterhouse Street
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	EC1N 6R
Entity Type:	COMPANY: UNITED KINGDOM

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	85289065	DE BEERS ATEA

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 3128767925

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:	70034300.0217 (BRM)
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DOMESTIC REPRESENTATIVE

OP \$40.00 85289065

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Brian R. McGinley

Signature:

/brian r mcginley/

Date:

07/23/2013

Total Attachments: 3

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Dated 23 July 2013

**De Beers Diamond Jewellers Limited and
De Beers Trademarks Limited**

TRADE MARK ASSIGNMENT

This Agreement is made on the 21 day of July 2013

Between:

- (1) **De Beers Diamond Jewellers Limited** a company incorporated in England and Wales of 45 Old Bond Street, London W1S4QT, United Kingdom ("**DBDJ**");
- (2) **De Beers Trademarks Limited** a company incorporated in England and Wales of whose registered office is at 17 Charterhouse Street, London EC1N 6R, United Kingdom ("**Assignee**").

Whereas:

- (A) DBDJ owns the Trade Mark.
- (B) DBDJ has agreed to assign the Trade Mark to the Assignee on the following terms.

The parties agree and declare as follows:

1 Interpretation

In this Agreement:

"**Effective Date**" means the date of this Agreement; and

"**Trade Mark**" means the mark "DE BEERS ATEA" and the Application listed in the Schedule to this Agreement together with the goodwill attached to them; brief details are set out in the Agreement's Schedule.

2 Assignment

DBDJ hereby assigns and transfers to the Assignee with effect from the Effective Date all its right, title and interest in and to the Trade Mark including, without limitation, all goodwill and rights of action in respect of the Trade Mark, the right to seek and recover damages and seek other remedies for all past infringement of the Trade Mark and the right to be entered on the register as the proprietor of the Application upon registration.

3 Consideration

The consideration for assignment of the Trade Marks pursuant to Clause 2 shall be ten dollars (US\$10.00) receipt of which is hereby acknowledged by DBDJ.

4 No Representations or Warranties

DBDJ gives no warranties or representations in respect of the Trade Mark, including, without limitation, in respect of the validity or enforceability of the Trade Mark.

5 Recordal


The Assignee undertakes that it shall, within 6 months of the date of this Agreement, apply to and record with the Trade Marks Registry the assignment noted in this Agreement, in particular, the Assignee as the subsequent proprietor of the Trade Mark.

6 Governing Law and Jurisdiction

This Agreement shall be governed by and construed in accordance with the laws of England and Wales and the parties agree that the courts of England and Wales are to have non-exclusive jurisdiction to settle any disputes which may arise out of or in connection with this Agreement.

In witness whereof this Agreement has been entered into on the date stated at the beginning

SIGNED by on behalf of **De Beers Diamond Jewellers Limited**

} 
STEPHEN LUSSIER
EXECUTIVE VICE PRESIDENT

SIGNED by **De Beers Trademarks Limited**

} 
LEE HAZELWOOD
COMPANY DIRECTOR

Schedule

Mark	Trade Mark Application No.	Classes	Status	Country
DE BEERS ATEA	85289065	14 & 35	pending	US