

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM322686

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SIMPLEXDIAM INC.		11/06/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	ROSENTHAL & ROSENTHAL, INC.		
Street Address:	1370 BROADWAY		
Internal Address:	2ND FLOOR		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4596613	SDX	
CORRESPONDENCE DATA			
Fax Number:	2123560989		
<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:	212-356-1723		
Email:	ccamacho@rosenthalinc.com		
Correspondent Name:	Carolyn Camacho		
Address Line 1:	1370 Broadway, 2nd Floor		
Address Line 2:	Rosenthal & Rosenthal, Inc.		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	F152556		
NAME OF SUBMITTER:	Carolyn A. Camacho		
SIGNATURE:	/Carolyn Camacho/		
DATE SIGNED:	11/10/2014		
Total Attachments: 3			
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OP \$40.00 4596613

SECURITY INTEREST

WHEREAS, SIMPLEXDIAM INC., a corporation formed under the laws of New York located at 50 West 47th St., Ste. 20N, New York, NY 10036 (the "Company"), has adopted, used and is using the marks annexed hereto as Schedule A (the "Marks"), and

WHEREAS, the Company is obligated to Rosenthal & Rosenthal, Inc. (the "Lender") located at 1370 Broadway, New York, New York 10018, pursuant to a Financing Agreement dated of even date herewith (the "Financing Agreement"); and

WHEREAS, the Company is seeking to obtain credit from the Lender pursuant to the Financing Agreement, and the Company is now granting to the Lender a security interest in the Marks, together with the good will of the business symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Company does hereby grant to the Lender a security interest in and to the Marks, together with the good will of the business symbolized by the Marks, which security interest shall secure all the Obligations as defined in the Financing Agreement and in accordance with the terms and provisions thereof.

The Company expressly acknowledges and affirms that the rights and remedies of the Lender with respect to the security interest granted hereby are more fully set forth in the Financing Agreement.

Dated: Nov 6, 2014

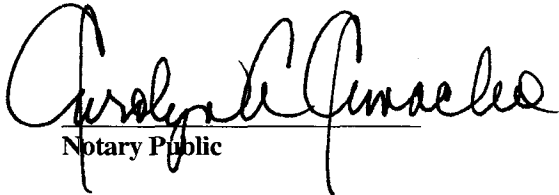
SIMPLEXDIAM INC.

By: Yogesh Madhvani
Yogesh Madhvani, President


Acknowledgment

STATE OF NEW YORK)
 : ss.:
COUNTY OF NEW YORK)

On the 6th day of November in the year 2014 before me, the undersigned, personally appeared Yogesh Madhvani, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Notary Public

CAROLYN A. CAMACHO
NOTARY PUBLIC, State of New York
No. 01CA6148806
Qualified in Richmond County
Commission Expires December 20, 2015



SCHEDULE A

MARK

SERIAL/REG. NO.

FILING DATE

	<u>Trademark</u>	<u>Serial/Reg. No.</u>	<u>Filing Date</u>
	SDX	86173447/4596613	01/23/14