

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM371527

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Diamond Direct, LLC		01/26/2016	LIMITED LIABILITY COMPANY: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Diamonds Direct USA, Inc.		
<b>Street Address:</b>	4521 Sharon Road		
<b>Internal Address:</b>	Suite 101		
<b>City:</b>	Charlotte		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	28211		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3469590	DD DIAMOND DIRECT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2124255288		
<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>			
<b>Phone:</b>	2124257200		
<b>Email:</b>	tmdocketny@kenyon.com		
<b>Correspondent Name:</b>	Jonathan D. Reichman, Esq.		
<b>Address Line 1:</b>	One Broadway		
<b>Address Line 4:</b>	New York, NEW YORK 10004		
<b>ATTORNEY DOCKET NUMBER:</b>	16474/2		
<b>NAME OF SUBMITTER:</b>	Jonathan D. Reichman, Esq.		
<b>SIGNATURE:</b>	/Jonathan D. Reichman/		
<b>DATE SIGNED:</b>	02/02/2016		
<b>Total Attachments: 2</b>			
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CH \$40.00 3469590

## Trademark Assignment

WHEREAS Diamond Direct, LLC ("Assignor"), a New York limited liability company, owns, has used in its business, and/or has rights, title and/or interest (by common and otherwise) in and to US Trademark Registration No. 3,469,590 for the styled word mark "DD DIAMOND DIRECT," registered in international class 14 for the sale of, *inter alia*, "jewelry featuring diamonds and precious stones; diamonds and precious stones" ("the Trademark"),

WHEREAS Diamonds Direct USA, Inc., a Delaware corporation ("Assignee"), desires to acquire by formal, recordable assignment the entire right, title and interest in and to the Trademark, as well as the goodwill symbolized by the Trademark; and

WHEREAS the parties desire to memorialize the assignment of the Trademark together with the goodwill of the business symbolized therein, and all common law rights relating thereto, and all rights to recover for past infringement,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged.

1. Assignor hereby sells, assigns and transfers to Assignee all right title and interest in and to the Trademark, together with the goodwill symbolized by the Trademark, all applications (notwithstanding the status of any application) and registrations for such Trademark, all common law rights relating thereto and all rights to recover for past infringement thereof, including, without limitation all rights and interests of the Seller to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to any such Trademark; and
2. Assignor hereby consents to, and will cooperate with Assignee in connection with, Assignee's efforts to complete registration of its pending US Trademark Application Serial No. 86/460576, and Assignee's efforts to register any future trademarks using the name "Diamonds Direct" or variations thereof.

AGREED TO AND ACCEPTED BY ASSIGNOR:

Dated: 1/26/2016

By: \_\_\_\_\_

  
Diamond Direct, LLC

AGREED TO AND ACCEPTED BY ASSIGNEE:

Dated: \_\_\_\_\_

By: \_\_\_\_\_

Diamonds Direct USA, Inc.

Trademark Assignment

WHEREAS Diamond Direct, LLC ("Assignor"), a New York limited liability company, owns, has used in its business, and/or has rights, title and/or interest (by common and otherwise) in and to US Trademark Registration No. 3,469,590 for the styled word mark "DD DIAMOND DIRECT," registered in international class 14 for the sale of, *inter alia*, "jewelry featuring diamonds and precious stones; diamonds and precious stones" ("the Trademark"),

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2. Assignor hereby consents to, and will cooperate with Assignee in connection with, Assignee's efforts to complete registration of its pending US Trademark Application Serial No. 86/460576, and Assignee's efforts to register any future trademarks using the name "Diamonds Direct" or variations thereof.

AGREED TO AND ACCEPTED BY ASSIGNOR:

Dated: \_\_\_\_\_

By: \_\_\_\_\_  
Diamond Direct, LLC

AGREED TO AND ACCEPTED BY ASSIGNEE:

Dated: 12/31/15

By: \_\_\_\_\_  
Diamonds Direct USA, Inc.