

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM371839

| | | | |
|---|----------------------------|---------------------------|-----------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ENTITY CONVERSION | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Diamonds Direct USA, Inc. | | 11/09/2015 | CORPORATION: NORTH CAROLINA |
| RECEIVING PARTY DATA | | | |
| Name: | Diamonds Direct USA, Inc. | | |
| Street Address: | 4521 Sharon Road | | |
| Internal Address: | Suite 101 | | |
| City: | Charlotte | | |
| State/Country: | NORTH CAROLINA | | |
| Postal Code: | 28211 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 7 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85758413 | THE RIGHT DIAMOND | |
| Serial Number: | 86460576 | DIAMONDS DIRECT | |
| Serial Number: | 86588188 | OUR PASSION. YOUR FUTURE. | |
| Serial Number: | 86588205 | YOUR LOVE. OUR PASSION. | |
| Serial Number: | 86588210 | THE WORLD'S LOCAL MINE | |
| Serial Number: | 86687913 | SHOWROOM @ YOUR HOME | |
| Serial Number: | 86687927 | SHOWROOM AT YOUR HOME | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2124257200 | | |
| <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: | 2124257200 | | |
| Email: | tmdocketny@kenyon.com | | |
| Correspondent Name: | Jonathan D. Reichman, Esq. | | |
| Address Line 1: | One Broadway | | |
| Address Line 4: | New York, NEW YORK 10004 | | |
| ATTORNEY DOCKET NUMBER: | 16474/999 | | |
| NAME OF SUBMITTER: | Jonathan D. Reichman, Esq. | | |

CH \$190.00 85758413

| | |
|---|------------------------|
| SIGNATURE: | /Jonathan D. Reichman/ |
| DATE SIGNED: | 02/03/2016 |
| Total Attachments: 2 source=DD - NC Articles of Conversion 11 10 15#page1.tif source=DD - NC Articles of Conversion 11 10 15#page2.tif | |



NORTH CAROLINA

Department of the Secretary of State

To all whom these presents shall come, Greetings:

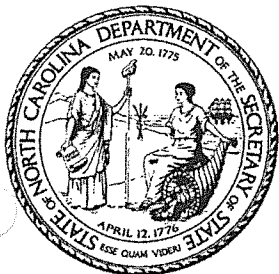
I, **ELAINE F. MARSHALL**, Secretary of State of the State of North Carolina, do hereby certify the following and hereto attached to be a true copy of

ARTICLES OF CONVERSION

OF

DIAMONDS DIRECT USA INC.

the original of which was filed in this office on the 10th day of November, 2015.



Scan to verify online.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal at the City of Raleigh, this 10th day of November, 2015.

Elaine F. Marshall

Secretary of State

Certification# C201531301028-1 Reference# C201531301028-1
Verify this certificate online at www.secretary.state.nc.us/verification

TRADEMARK
REEL: 005723 FRAME: 0511

SOSID: 0383440
Date Filed: 11/10/2015 1:01:00 PM
Elaine F. Marshall
North Carolina Secretary of State
C2015 313 01028

State of North Carolina
Department of the Secretary of State

ARTICLES OF CONVERSION

Pursuant to §§ 55-11A-12, 57D-9-32, 59-73.22, or 59-1062 of the General Statutes of North Carolina, as applicable, the undersigned converting business entity does hereby submit these Articles of Conversion for the purpose of converting to a different business entity.

1. The name of the converting business entity is DIAMONDS DIRECT USA INC.
2. The converting business entity is a (check one) domestic corporation; domestic limited liability company; domestic limited partnership; domestic registered limited liability partnership; or domestic partnership.
3. The mailing address of the converting entity prior to the conversion is:
4521 Sharon Rd., Suite 101, Charlotte, NC 28211
4. The name of the resulting business entity is: DIAMONDS DIRECT USA INC.
5. The resulting business entity is a (check one) foreign corporation; foreign limited liability company; foreign limited partnership; foreign limited liability partnership; or other partnership as defined in G.S. 59-36 not formed under the laws of North Carolina.
6. The organization and internal affairs of the resulting business entity are governed by the laws of the state or country of Delaware
7. The resulting business entity is not authorized to transact business or conduct affairs in this State. The mailing address of the resulting business entity is: 4521 Sharon Rd., Suite 101, Charlotte, NC 28211. The resulting business entity will file a statement of any subsequent change in its mailing address with the North Carolina Secretary of State.
8. A plan of conversion has been approved by the converting business entity as required by law.
9. These articles will be effective upon filing, unless a date and/or time is specified: _____

This the 9th day of November, 2015.

DIAMONDS DIRECT USA INC.

Name of Converting Entity

Signature

Itay Berger President

Type or Print Name and Title

NOTES:

1. Filing fee is \$50. This document must be filed with the Secretary of State.
CORPORATIONS DIVISION
(Revised January, 2014)

P. O. BOX 29622

RALEIGH, NC 27626-0622
(Form BE-16)