

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM376278

<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>
Rio Tinto London Limited		03/09/2016	Private Limited Company: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Diamond Producers Association Limited		
<b>Street Address:</b>	60 Chiswell Street		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	EC1Y 4AG		
<b>Entity Type:</b>	Private Limited Company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86638514		
<b>Serial Number:</b>	86638540	DIAMOND PRODUCERS ASSOCIATION	
<b>Serial Number:</b>	86638529	THE DIAMOND MIRACLE OF NATURE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9498519348		
<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>	9498510633		
<b>Email:</b>	IPDocketWashington@mwe.com		
<b>Correspondent Name:</b>	Sarah E. Bro		
<b>Address Line 1:</b>	4 Park Plaza, Suite 1700		
<b>Address Line 2:</b>	McDermott Will & Emery LLP		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92614		
<b>ATTORNEY DOCKET NUMBER:</b>	091048-0018; 0019; 0020		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	McDermott Will & Emery LLP		
<b>Address Line 1:</b>	500 North Capitol Street, N.W.		
<b>Address Line 2:</b>	The McDermott Building		
<b>Address Line 4:</b>	Washington, D.C. 20001		

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<b>NAME OF SUBMITTER:</b>	Sarah E. Bro
<b>SIGNATURE:</b>	/sarah e. bro/
<b>DATE SIGNED:</b>	03/10/2016
<b>Total Attachments: 2</b> source=EXECUTED ASSIGNMENT_#page1.tif source=EXECUTED ASSIGNMENT_#page2.tif	

**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT is made by and between **Rio Tinto London Limited**, a private limited company organized and existing under the laws of the United Kingdom, with an address of 6 St James's Square, London, SW1Y 4AD, United Kingdom ("**Assignor**"), and **Diamond Producers Association Limited**, a private limited company organized and existing under the laws of the United Kingdom, with an address of 60 Chiswell Street, London, EC1Y 4AG, United Kingdom ("**Assignee**").

WHEREAS, Assignor is the owner of the trademarks and trademark applications identified in Schedule A (collectively, the "Marks"), all the goodwill and reputation attached thereto, all common law rights related thereto, and all rights in any cause of action related thereto throughout the world; and

WHEREAS, Assignee, the successor of the portion of Assignor's ongoing and existing business to which the Marks pertain, desires to acquire all of Assignor's right, title and interest in and to the Marks, as well as all the goodwill and reputation attached thereto, all common law rights related thereto, and all rights in any cause of action related thereto throughout the world;

NOW, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby sell, assign, convey, transfer, and set over unto the Assignee all of Assignor's right, title and interest in and to the Marks, together with all goodwill and reputation attached or related thereto, all common law rights related thereto, that portion of the business which is ongoing and existing to which the Marks pertain, and any cause of action related to the Marks throughout the world.

**Rio Tinto London Limited**

**Diamond Producers Association  
Limited**

*Laura Talenti*

*Jean-Marie Werschauer*

By: *Laura Talenti*

By: *Jean-Marie Werschauer*



Title: *TRADEMARK ADMINISTRATOR*

Title: *Chief Executive Officer*

Date: *FEBRUARY 26, 2016*

Date: *MARCH 9 2016*

**SCHEDULE A**

Trademark	U.S. Application No. / Application Date	Goods/Services
<p>DIAMOND SPIRAL DESIGN LOGO</p> 	<p>86638514  May 21, 2015</p>	<p>(Int'l Class: 14) <i>Jewelry; diamond jewelry; diamonds; precious stones; semi-precious stones; gemstones; and related goods and services</i></p> <p>(Int'l Class: 35) <i>The bringing together for the benefit of others of a variety of goods (excluding the transport thereof) enabling customers to conveniently view and purchase those goods; Distribution services; Advertising, marketing, promotion and business services; and related goods and services</i></p>
<p>DIAMOND PRODUCERS ASSOCIATION &amp; DESIGN</p> 	<p>86638540  May 21, 2015</p>	<p>(Int'l Class: 14) <i>Jewelry; diamond jewelry; diamonds; precious stones; semi-precious stones; gemstones; and related goods and services</i></p> <p>(Int'l Class: 35) <i>The bringing together for the benefit of others of a variety of goods (excluding the transport thereof) enabling customers to conveniently view and purchase those goods; Distribution services; Advertising, marketing, promotion and business services; and related goods and services</i></p>
<p>THE DIAMOND MIRACLE OF NATURE &amp; DESIGN</p> 	<p>86638529  May 21, 2015</p>	<p>(Int'l Class: 14) <i>Jewelry; diamond jewelry; diamonds; precious stones; semi-precious stones; gemstones; and related goods and services</i></p> <p>(Int'l Class: 35) <i>The bringing together for the benefit of others of a variety of goods (excluding the transport thereof) enabling customers to conveniently view and purchase those goods; Distribution services; Advertising, marketing, promotion and business services; and related goods and services</i></p>