

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM546379

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest in Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DIAMONDS DIRECT USA INC.		06/27/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	PNC BANK, NATIONAL ASSOCIATION, as Agent		
Street Address:	One Piedmont Town Center, 4720 Piedmont Row Drive		
Internal Address:	Suite 300		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28210		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	5275823	DIAMONDS DIRECT YOUR LOVE. OUR PASSION.	
Registration Number:	5275820	DIAMONDS DIRECT	
Registration Number:	5275819	DIAMONDS DIRECT	
Registration Number:	5275818		
Registration Number:	5355731	TRU360	
Registration Number:	4984800	YOUR LOVE. OUR PASSION.	
Registration Number:	4971466	DIAMONDS DIRECT	
Registration Number:	3469590	DD DIAMONDS DIRECT	
CORRESPONDENCE DATA			
Fax Number:	7043311159		
<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:	7043311000		
Email:	PTO_TMconfirmation@mvalaw.com, christinaquinn@mvalaw.com		
Correspondent Name:	Moore & Van Allen PLLC		
Address Line 1:	100 North Tryon Street		
Address Line 2:	Suite 4700		
Address Line 4:	Charlotte, NORTH CAROLINA 28202-4003		

OP \$215.00 5275823

ATTORNEY DOCKET NUMBER:	031558.000285
NAME OF SUBMITTER:	John Slaughter
SIGNATURE:	/john slaughter/
DATE SIGNED:	10/23/2019
Total Attachments: 4 source=NGSI-T from Diamonds Direct USA Inc. to PNC Bank, National Association, as Agent#page1.tif source=NGSI-T from Diamonds Direct USA Inc. to PNC Bank, National Association, as Agent#page2.tif source=NGSI-T from Diamonds Direct USA Inc. to PNC Bank, National Association, as Agent#page3.tif source=NGSI-T from Diamonds Direct USA Inc. to PNC Bank, National Association, as Agent#page4.tif	

NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Gentlemen:

Please be advised that pursuant to the Amended and Restated Revolving Credit and Security Agreement dated as of June 27, 2019 (as amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement"; capitalized terms used but not defined herein have the meanings defined in the Credit Agreement) by and among the undersigned (the "Grantor"), the other entities party thereto as Borrowers, the Lenders, and PNC Bank, National Association, as Agent (the "Agent"), the undersigned Grantor has granted to the Agent for the benefit of the Agent and ratable benefit of each Lender, Issuer and each other Secured Party, a continuing security interest in and to and Lien on the trademarks and trademark applications set forth on Schedule 1 attached hereto.

The Grantor and the Agent hereby acknowledge and agree that the security interest in the trademarks and trademark applications set forth on Schedule 1 attached hereto (i) may only be terminated in accordance with the terms of the Credit Agreement, (ii) is not to be construed as an assignment of any trademark or trademark application, and (iii) in the event of any conflict between the terms of this agreement and the terms of the Agreement, the terms of the Agreement shall govern. This notice may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

Very truly yours,

DIAMONDS DIRECT USA INC.,
a Delaware corporation,
as Grantor

By: _____
Name: Itay Berger
Title: President and Chief Executive Officer

Acknowledged and Accepted:

PNC BANK, NATIONAL ASSOCIATION, as Agent

By: _____
Name: Allison Rivera
Title: Vice President

Notice of Grant of Security Interest in Trademarks
Diamonds Direct

CHARJ1685723v1

TRADEMARK
REEL: 006777 FRAME: 0887

Very truly yours,

DIAMONDS DIRECT USA INC.,
a Delaware corporation,
as Grantor

By: _____
Name: Itay Berger
Title: President and Chief Executive Officer

Acknowledged and Accepted:

PNC BANK, NATIONAL ASSOCIATION, as Agent

By: Allison Rivera
Name: Allison Rivera
Title: Vice President

Notice of Grant of Security Interest in Trademarks
Diamonds Direct

CHAR111685723v1

TRADEMARK
REEL: 006777 FRAME: 0888

Schedule 1

Diamonds Direct USA Inc.
(Delaware Corporation)

U.S. Trademarks

Trademark Registrations

Mark	Reg. No.	Reg. Date
DIAMONDS DIRECT YOUR LOVE. OUR PASSION. and Design	5275823	08/29/17
DIAMONDS DIRECT and Design	5275820	08/29/17
DIAMONDS DIRECT and Design	5275819	08/29/17
Design Only	5275818	08/29/17
TRU360	5355731	12/12/17
YOUR LOVE. OUR PASSION.	4984800	06/21/16
DIAMONDS DIRECT	4971466	06/07/16
DD DIAMONDS DIRECT (Stylized)	3469590	07/15/08