

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM589688

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	12/26/2018		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Richard Elmassian		07/30/2020	INDIVIDUAL: UNITED STATES
Robin D. Elmassian		07/30/2020	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Quality Gold, Inc.		
Street Address:	500 Quality Boulevard		
City:	Fairfield		
State/Country:	OHIO		
Postal Code:	45014		
Entity Type:	Corporation: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4421812	DE-ANI	
CORRESPONDENCE DATA			
Fax Number:	5132416234		
<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:	513-241-2324 x207		
Email:	sgraber@whe-law.com		
Correspondent Name:	Sarah Otte Graber		
Address Line 1:	441 VINE ST		
Address Line 2:	2700 Carew Tower		
Address Line 4:	CINCINNATI, OHIO 45202-2814		
NAME OF SUBMITTER:	Sarah Otte Graber		
SIGNATURE:	/Sarah O. Graber/		
DATE SIGNED:	07/31/2020		
Total Attachments: 2			
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TRADEMARK and COPYRIGHT NUNC PRO TUNC ASSIGNMENT

WHEREAS, De-Ani, Inc., a California corporation, Dikran Elmassian, aka Richard Elmassian, and Robin Elmassian (hereinafter "Assignors"), acquired and owned the entire rights, title and interests to all the trademarks listed on Exhibit A (hereinafter "Trademarks") and related copyrights; and

WHEREAS, the Assignors previously entered into an agreement with Quality Gold, Inc., a corporation duly organized and existing under the laws of the State of Ohio and having its principal office and place of business at 500 Quality Boulevard, Fairfield, Ohio, 45014 (hereinafter "Assignee").

WHEREAS, Assignors assigned and transferred their rights, title and interests to the Trademarks to Assignee pursuant to an Asset Purchase Agreement, dated December 26, 2018, and Assignee acquired all rights, title and interests, along with the goodwill associated with said Trademarks.

WHEREAS, Assignors owned copyrights related to the jewelry sold under the Trademarks, including images photographs and artwork in catalogs, subject to (hereinafter "Works") that were also assigned and transferred to Assignee pursuant to an Asset Purchase Agreement, dated December 26, 2018;

NOW, THEREFORE, in order to affirm the assignment and transfer of said Trademarks and Works, for One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignors do hereby assign, nunc pro tunc as of the date of actual transfer, to-wit, **on or about December 26, 2018**, all rights, title and interests in said Trademarks and Works, to Assignee, its successors, assigns and legal representatives, along with the goodwill associated with said Trademarks.

FURTHER, Assignors do hereby acknowledge and confirm that all rights, titles, and interests (including, without limitation, all copyrights and other intangible rights) to the Trademarks and Works were assigned, for good and valuable consideration (the receipt and sufficiency of which are hereby acknowledged) to Assignee contemporaneously with the payment for assets and rights transferred on or about December 26, 2018.

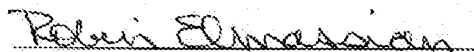
FURTHER, Assignors represent and warrant that Assignors' contributions to the Works constitute her/his original work and that the exploitation of same as contemplated by Assignee shall not expose Assignee to any claim that the Works infringe any intellectual property right or any other property or personal rights of any third party or that the Works are otherwise unlawful.

IN WITNESS WHEREOF, Assignors have signed this assignment in their corporate and individual capacity as of 30 July 2020.

De-Ani, Inc.,


Dikran Elmassian, Chief Executive Officer


Dikran Elmassian, aka Richard Elmassian


Robin D. Elmassian

ASSIGNMENT

EXHIBIT A

Mark

U. S. Registration Number

DE-ANI

4,421,812

