

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hearts On Fire Company LLC		12/21/2011	LIMITED LIABILITY COMPANY: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	De Beers Diamond Jewellers Limited		
Street Address:	45 Old Bond Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	Q1S 4QT		
Entity Type:	foreign limited company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3064458	SUBLIME	
CORRESPONDENCE DATA			
Fax Number:	(617)204-4470		
Phone:	617-204-4317		
Email:	tberard@heartsonfire.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Tish L. Berard		
Address Line 1:	99 Summer Street		
Address Line 4:	Boston, MASSACHUSETTS 02110		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

OP \$40.00 3064458

Address Line 4:

NAME OF SUBMITTER:

Tish L. Berard

Signature:

/Tish L. Berard/

Date:

12/21/2011

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

WHEREAS, Hearts On Fire Company LLC, a Massachusetts limited liability company with an address at 99 Summer Street, Fourth Floor, Boston, Massachusetts 02110 ("Assignor"), is the sole and exclusive owner of the trademark described in **Schedule A**, attached hereto and made a part hereof.

WHEREAS, De Beers Diamond Jewellers Limited, a foreign limited company organized under the laws of the United Kingdom with an address at 45 Old Bond Street, London Q1S 4QT, United Kingdom ("Assignee"), desires to acquire the entire right, title and interest in, to and under the trademark and any registrations and applications for registration thereof.

NOW, THEREFORE, for and in consideration of the sum of Seventy-Five Thousand Dollars U.S. (\$75,000.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, transfer, convey and assign to said Assignee the entire right, title and interest in, to and under the SUBLIME trademark and any registrations and applications for registration thereof, including United States Trademark Registration No. 3,064,458 described in Schedule A (the "Trademark"), together with all goodwill associated with and symbolized by the Trademark, and all rights and privileges granted and secured thereby, including but not limited to the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee for its own use and benefit and for the use and benefit of its successors and assigns as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment had not been made. Assignor further agrees to execute any and all documents and do any such further acts that shall be required in order for Assignee to secure such rights.

AND, said Assignor hereby covenants that it has full right to convey the entire interest herein assigned, along with the goodwill and that portion of its business which has developed the services to which the Trademark pertains.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment, this 21 day of December, 2011.

By: HEARTS ON FIRE COMPANY LLC

Name: [Signature]

Title: CEO

SCHEDULE A

<u>Trademark</u>	<u>Registration Number/Date</u>
SUBLIME	United States Registration No. 3,064,458

dbcr 0004 - Assignment of Trademark_ Exhibit C to settlement agreementq.DOC