

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM484131

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eloquence Corporation		07/31/2018	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Crystal Abrasives Corporation		
Street Address:	35 West 45th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	2539867	ELO	
Registration Number:	2542672	ELOQUENCE	
Registration Number:	4877832	ELOQUENCE BRIDAL CLASSICS	
Registration Number:	2099525	MWI	
Registration Number:	4988930	SAY "I LOVE YOU" WITH ELOQUENCE	
Registration Number:	1675803	VL	
Registration Number:	0922372	VL	
CORRESPONDENCE DATA			
Fax Number:	8669471121		
<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:	585-263-1000		
Email:	nytm@nixonpeabody.com		
Correspondent Name:	Kristen M. Walsh, Nixon Peabody LLP		
Address Line 1:	1300 Clinton Square		
Address Line 4:	Rochester, NEW YORK 14604		
ATTORNEY DOCKET NUMBER:	41258-6		
NAME OF SUBMITTER:	Kristen Mollnow Walsh		
SIGNATURE:	/kristenmollnowwalsh/		

CH \$190.00 2539867

DATE SIGNED:	07/31/2018
Total Attachments: 3 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif source=Trademark Assignment#page3.tif	

TRADEMARK ASSIGNMENT

This ASSIGNMENT, effective as of July 31, 2018 is made by Eloquence Corporation, a New York corporation, having its principal place of business at 35 West 45th Street, New York, New York 10036 (the "Assignor"), and Crystal Abrasives Corporation, a Delaware corporation, having its principal place of business at 35 West 45th Street, New York, New York 10036 (together with its successors and assigns, the "Assignee").

The Assignor has adopted, owns and is using certain trademarks for diamond jewelry and jewelry for which the Assignor owns the trademark registrations and applications and all common law rights associated therewith, that are listed in Schedule A attached hereto and incorporated herein by reference (collectively, the "Marks").

The Assignor has agreed to assign to the Assignee all of the rights, title, and interests of the Assignor in and to the Marks, and the Assignee has agreed to accept said assignment.

For TEN DOLLARS (USD) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns, transfers, and conveys to the Assignee, and the Assignee, as the successor to the portion of the ongoing and existing business to which the Marks pertain, hereby accepts from the Assignor, all of the rights, title, and interests of the Assignor in and to the Marks, together with the goodwill of the business symbolized by the Marks, with the right to recover for damages and profits and all other remedies for past infringements thereof.

This Trademark Assignment may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

[Signature page follows]

ASSIGNOR:

Eloquence Corporation

Dated: As of July 31, 2018

By: 

Name: Alan F. Kleinberg

Title: President

ASSIGNEE:

Crystal Abrasives Corporation

Dated: As of July 31, 2018

By: 

Name: Richard S. Werdiger

Title: President

[Signature page to Trademark Assignment]

SCHEDULE A

Trademark Registrations and Pending Applications

1. United States

Trademark	Registration No.	Registration Date
ELO	2539867	02/19/2002
ELOQUENCE	2542672	02/26/2002
ELOQUENCE BRIDAL CLASSICS	4877832	12/29/2015
MWI	2099525	09/23/1997
SAY "I LOVE YOU WITH ELOQUENCE	4988930	06/28/2016
VL	1675803	02/18/1992
VL	922372	10/19/1971

2. Canada

Trademark	Serial No.	Filing Date
ELO	1902110	06/01/2018
MWI	1902111	06/01/2018