

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT					
NATURE OF CONVEYANCE:	ASSIGNMENT					
CONVEYING PARTY DATA						
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%; text-align: center;">Name</td> <td style="width: 30%; text-align: center;">Execution Date</td> </tr> <tr> <td>Elliot TANNENBAUM</td> <td>10/31/2006</td> </tr> </table>		Name	Execution Date	Elliot TANNENBAUM	10/31/2006	
Name	Execution Date					
Elliot TANNENBAUM	10/31/2006					
RECEIVING PARTY DATA						
Name:	My Diamond Place Ltd. C/o Valdy Administration Inc.					
Street Address:	One Bay Street, PO Box N-7115					
Internal Address:	British Colonial, Centre of Commerce, 3rd Floor					
City:	Nassau					
State/Country:	BAHAMAS					
PROPERTY NUMBERS Total: 1						
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%; text-align: center;">Property Type</td> <td style="width: 70%; text-align: center;">Number</td> </tr> <tr> <td>Application Number:</td> <td>29268241</td> </tr> </table>		Property Type	Number	Application Number:	29268241	
Property Type	Number					
Application Number:	29268241					
CORRESPONDENCE DATA						
Fax Number:	(646)878-0801					
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>						
Phone:	646-878-0800					
Email:	pusdkt@pczlaw.com					
Correspondent Name:	Pearl Cohen Zedek Latzer, LLP					
Address Line 1:	1500 Broadway					
Address Line 2:	12th Floor					
Address Line 4:	New York, NEW YORK 10036					
ATTORNEY DOCKET NUMBER:	D-0570-US					
NAME OF SUBMITTER:	Sharon Links					
Total Attachments: 2 source=D-0570-US SIGNED ASSIGNMENT 16 JAN 2007#page1.tif source=D-0570-US SIGNED ASSIGNMENT 16 JAN 2007#page2.tif						

CH \$40.00 29268241

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PATENT
 REEL: 018759 FRAME: 0072

ASSIGNMENT

In consideration of One Dollar (\$1.00), and other good and valuable consideration, the Receipt of which is hereby acknowledged, I the undersigned, TANNENBAUM, Elliot residing at Yahalom Building, 22nd Floor, Ramat Gan, Israel

HEREBY sell, assign and transfer to My Diamond Place Ltd., located at C/o Valdy Administration Inc., British Colonial, Centre of Commerce, 3rd Floor, One Bay Street, PO Box N-7115, Nassau, Bahamas its successors, assigns and legal representatives (hereinafter, the "Assignee"), the entire right, title and interest for all countries, in and to any and all inventions which are disclosed and claimed, and as possessed by the undersigned, any and all inventions which are disclosed but not claimed in the application for United States Design Patent U.S. Serial No. 29/268,241 filed November 2, 2006 and being entitled:

DIAMOND

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for U.S. Patent or other related property rights in any and all foreign countries which have been or shall be filed on any of said inventions disclosed in said application; and in and to all original and reissued patents or related foreign documents which have been or shall be issued on said inventions. I hereby authorize and request the attorney of record of the firm Pearl Cohen Zedek Latzer, LLP, 1500 Broadway, 12th Floor, New York, New York 10036, to insert in the parentheses above, the filing date and US Serial No. of said application when known;

AUTHORIZE and request the Commissioner of Patents of the United States to issue to said Assignee, the corporation above named, its successors, assigns and legal representatives, in accordance with this assignment, any and all United States Patent on said inventions or any of them disclosed in said application;

AGREE that said Assignee may apply for and receive foreign Patent or rights of any other kind for said inventions, or any of them; and may claim, in applications for said foreign Patent or other rights, the priority of the aforesaid United States patent application under the provisions of the International Convention of 1883 and later modifications thereof, under the Patent Cooperation Treaty, under the European Patent Convention or under any other available international agreement; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this assignment, the under-signed or the undersigned's executors or administrators will, for the United States and all foreign countries, execute all divisional, continuing, substitute, renewal, reissue, and all other

patent applications or other documents on any and all said inventions; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns and representatives, all facts known and documents available to the undersigned relating to said inventions and the history thereof; testify in all legal proceedings; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said inventions and for vesting title to said inventions and all applications for patents or related foreign rights and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives; and

COVENANT with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

FULL NAME OF INVENTOR: TANNENBAUM, Elliot	FULL NAME OF WITNESS: <i>A. Jay Silverstein</i>
SIGNATURE OF INVENTOR: <i>X [Signature]</i>	SIGNATURE OF WITNESS: <i>[Signature]</i>
DATE: <u>31/10/06</u> (day / month / year)	ADDRESS OF WITNESS: <i>51 Bezel Street Renton</i>