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SUBMISSION TYPE:		NEW ASSIGNMENT					
NATURE OF CONVEYANCE:		ASSIGNMENT					
CONVEYING PARTY DATA							
N			ame	Execution Date			
RONI RYDLEWICZ 02/14/2008							
RECEIVING PARTY DATA							
Name:	SUNDIAMOND USA, CORP.						
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State/Country:	NEW YORK						
Postal Code:	10036						
PROPERTY NUMBERS Total: 1							
Property Type		Number		5 C Z			
Application Number: 29229		723		86296696			
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ATTORNEY DOCKET NUMBER:			DE1627DES-CIP				
NAME OF SUBMITTER:			EUGENE LIEBERSTEIN, REG. NO. 24,645				
Total Attachments: 1 source=DE1627DES#page1.tif							

ASSIGNMENT OF PATENT APPLICATION

WHEREAS, I, Roni RYDLEWICZ, ASSIGNOR, citizen of Belgium, residing at 6, Rue De Percke, UCCLE, Brussels, Belgium, is the inventor of the invention in DIAMOND OR SIMILAR ARTICLE, for which I have executed an application for a Patent of the United States:

		even date herewith or		(date)
X	which is identified by	Anderson Kill & Olick, P.C. I	Docket No. DE1627DES-CIP	
X	which was filed on !	10 May 2005 (U.S. Patent I	No.: D522,401) U.S. Serial No.	29/229,723

And WHEREAS, SUNDIAMOND USA, CORP., of 25 West 45th Street, Suite 707, New York, NY 10036, ASSIGNEE, is desirous of obtaining the entire right, title and interest in, to and under the said invention and the said patent application;

NOW, THEREFORE, in consideration of the sum of One Dollar (US\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the said ASSIGNOR, has sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof:

AND I HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant and agree that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith.

AND I HEREBY further covenant and agree that I will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal the day and year set opposite my respective signature:

Date <u>14 February</u>, 2008

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PATENT REEL: 020535 FRAME: 0359

RECORDED: 02/20/2008