

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Chiara Colombani	08/10/2008
RECEIVING PARTY DATA	
Name:	De Beers Centenary AG
Street Address:	Alpenstrasse 5
City:	6000 Luzern 6
State/Country:	SWITZERLAND
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29322348
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NAME OF SUBMITTER:	Brian R. McGinley
Total Attachments: 1 source=assignment_29-322348#page1.tif	

OP \$40.00 29322348

PATENT

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REEL: 021678 FRAME: 0362

ASSIGNMENT

WHEREAS, Chiara Colombani, a citizen of Italy residing at Milan, Italy, (hereinafter referred to as ASSIGNOR) has invented a certain invention (hereinafter referred to as INVENTION) and has executed an application for United States Patent based thereon entitled, "STUD EARRINGS," said application being filed on August 1, 2008, identified as United States Patent Application Serial No. 29/322,348; and

WHEREAS, De Beers Centenary AG, incorporated in the country of Switzerland and having a place of business at Alpenstrasse 5, 6000 Luzern 6, Switzerland, (hereinafter referred to as ASSIGNEE) is desirous of acquiring the full and exclusive right, title and interest in, to and under the INVENTION and the APPLICATION;

NOW THEREFORE, ASSIGNOR confirms that for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, ASSIGNOR has sold, assigned and transferred to ASSIGNEE the full and exclusive right, title and interest in, to and under the INVENTION, the APPLICATION, and any other applications (including provisional, non-provisional, divisional, continuing and reissue applications) based on the APPLICATION or the INVENTION, and any patents (including extensions thereof) of any country that have been or may be granted on any of the aforesaid applications or patents or on the INVENTION or any part thereof;

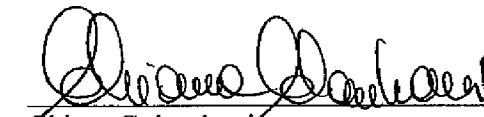
ASSIGNOR hereby authorizes and requests the Commissioner of Patents of the United States of America to issue any and all United States Patents that may be granted on the aforesaid applications or on the INVENTION or any part thereof, in the name of ASSIGNEE;

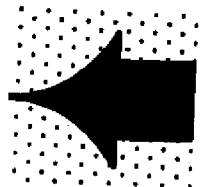
ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this sale, assignment and transfer; and

ASSIGNOR further covenants that upon ASSIGNEE's request they will provide promptly to ASSIGNEE all pertinent facts and documents relating to the aforesaid applications and the INVENTION as may be known and accessible to ASSIGNOR, and ASSIGNOR will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives without further consideration any and all papers, instruments or affidavits required to apply for, obtain, maintain and enforce the aforesaid applications that may be deemed necessary or desirable by ASSIGNEE to carry out the purposes hereof.

Date:

8/10/2008


Chiara Colombani



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