

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ashish R. Goenka	03/23/2010
RECEIVING PARTY DATA	
Name:	Helzberg's Diamond Shops, Inc.
Street Address:	1825 Swift
City:	North Kansas City
State/Country:	MISSOURI
Postal Code:	64116
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	D493119
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ATTORNEY DOCKET NUMBER:	3923.030
NAME OF SUBMITTER:	Joan Optican Herman
Total Attachments: 2 source=Pages from Radiant Star Patent Assignment#page1.tif source=Pages from Radiant Star Patent Assignment#page2.tif	

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PATENT
REEL: 024244 FRAME: 0029

PATENT ASSIGNMENT

THIS AGREEMENT is entered into this 23RD day of MARCH, 2010, by and between Ashish R. Goenka, a resident of Mumbai, India, (hereinafter referred to as "Assignor"), and Helzberg's Diamond Shops, Inc., a corporation organized under the laws of the State of Missouri (herein after referred to as "Helzberg").

WHEREAS, Ashish R. Goenka is a listed inventor on, and owns a 50% undivided interest in and to, U.S. Design Patent No. D493,119, which issued on July 20, 2004, and is entitled "Gemstone", a copy of which is attached hereto as Exhibit A;

WHEREAS, US Pat. No. 493,119 includes two distinct cuts, embodied in Figs. 1, 2, and 3 marketed as Star 145/Radiant Star and in Figs. 4, 5 and 6 marketed as Star 129. The Star 145/Radiant Star cut embodied in Figs. 1, 2 and 3 of the foregoing U.S. Patent and all rights of Assignor therein is referred to hereinafter as the "Patent";

WHEREAS, Helzberg is desirous of obtaining all of Assignor's right, title and interest in and to the Patent.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and subject to the terms, provisions, and conditions set forth herein, the parties agree as follows:

Assignor hereby assigns, transfers, and conveys to Helzberg, and Helzberg accepts, all of Assignor's right, title and interest throughout the United States in and to the Patent and the inventions described in the specifications and drawings of the Patent; any and all refilings, divisions and continuations of the Patent; any and all reissues of the Patent; any and all applications and patents relating to the Patent in the United States; and any and all Patents filed in the United States or patents issuing from the Patent relating to the subject matter of the Patent. Said Patent is to be held by Helzberg for its own use and behoof, and for its successors and/or assigns, to the full end of the term for which said Patent is granted, as fully and entirely as the same would have been held by Assignor had this assignment and transfer not been made. Assignor agrees to execute any documents reasonably necessary to confirm this assignment with the U.S. Patent and Trademark Office or others upon Helzberg's written request.

EXECUTED by Assignor on this 23RD day of MARCH, 2010.

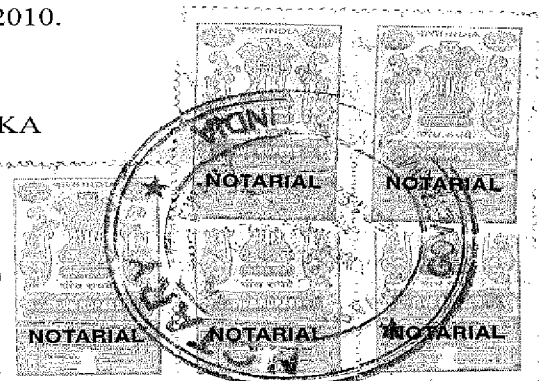
ASHISH R. GOENKA

AGY 

STATE OF)

) SS.

COUNTRY OF INDIA)



On this 23RD day of MARCH, 2010, before me personally appeared Ashish R. Goenka, to me known to be the person described in and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

BEFORE ME

Notary Public

S. K. SWAMY
NOTARY,
GREATER BOMBAY
(MAHARASHTRA)
GOVT. OF INDIA

My Commission Expires: 29.12.2012 Page. 37

S. K. SWAMY
NOTARY,
GREATER BOMBAY
(MAHARASHTRA)

23 MAR 2010

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PATENT

REEL: 024244 FRAME: 0030

EXECUTED BY Helzberg on this 7th day of April, 2010.

HELZBERG'S DIAMOND SHOPS, INC.

By: Beryl Raff

Name: Beryl Raff

Title: Chairman & CEO

STATE OF Missouri

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) SS.

COUNTY OF Jackson

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On this 7th day of April, 2010, before me personally appeared Beryl Raff, to me known to be the person described in and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the uses and purposes therein set forth.

TERI A. GULICK
Notary Public-Notary Seal
STATE OF MISSOURI

Jackson County
My Commission Expires May 1, 2010
Commission # 06878698

Teri A. Gulick

Notary Public

My Commission Expires: May 1, 2010