

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Mr. Sheung S. Choi	05/07/2010
<b>RECEIVING PARTY DATA</b>	
Name:	FD Worldwide Merchandise Group, Inc.
Street Address:	498 5th Avenue
Internal Address:	23rd Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10017
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12661051
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(212)532-8598
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-532-8585
Email:	sfeldman@feldman-law.com
Correspondent Name:	Feldman Law Group, P.C.
Address Line 1:	220 East 42nd Street
Address Line 2:	Suite 3304
Address Line 4:	New York, NEW YORK 10467
NAME OF SUBMITTER:	Stephen E. Feldman
Total Attachments: 1 source=fd assignment_20100514170424#page1.tif	

CH \$40.00 12661051

Assignment

WHEREAS, Mr. Sheung S. Choi has made certain new and useful inventions in Brilliance Enhancing Jewelry Prong Setting and has disclosed the same in an application for Patent of the United States therefor, said application having been executed by me the same as below day of April, 2010; and

WHEREAS, FD Worldwide Merchandise Group, Inc. hereinafter called the "Assignee", is desirous of acquiring the entire interest in all inventions disclosed in said application;

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable considerations to me paid by said Assignee, the receipt and sufficiency whereof is hereby acknowledged, I do hereby sell, assign, and transfer unto said Assignee, its successors and assigns, the entire right, title, and interest throughout the world in and to all said inventions disclosed in said application; and in and to said application, including all priority rights for other countries arising from said application; and in and to all substitutions, divisions, and continuations thereof; and in and to all Letters Patent, United States and foreign, that may be granted for said inventions; and in and to all extensions, renewals, and reissues thereof.

And I do hereby authorize and request the Commissioner of Patents of the United States and the duly constituted authorities of foreign countries to issue any Letters Patent which may be granted on said inventions, on any applications related thereto, and on any substitute, continuing, divisional, or reissue applications, or any of them, to said Assignee, its successors and assigns, as assignee of the entire right, title and interest therein and thereto.

And for the consideration aforesaid, I do hereby, for myself and for my legal representatives, covenant and agree with said Assignee, its successors and assigns, that I have full and unencumbered title to the inventions and application above described and hereby assigned, which title I warrant unto said Assignee, its successors and assigns; that I have granted to others no license to make, use, or sell said inventions; and that I will not execute any instrument in conflict herewith.

And for the consideration aforesaid, I do hereby, for myself and for my legal representatives, further covenant and agree with said Assignee, its successors and assigns, that upon request I will execute substitute, continuing, divisional, or reissue applications, amended specifications, or rightful oaths; communicate to said Assignee, its successors and assigns, any facts known to me relating to the said inventions or the history thereof; execute preliminary statements; testify to any interference or other legal proceedings involving said inventions; execute and deliver any application papers, assignments, or other instruments, and do all other acts which, in the opinion of counsel for said Assignee may be necessary or convenient to secure the grant of Letters Patent to said Assignee, its successors and assigns, or its nominees, in the United States and in all other countries where said Assignee may desire to have the said inventions, or any of them, patented, with specifications and claims in such form as shall be approved by counsel for said Assignee, and to vest and confirm in said Assignee, its successors and assigns, or its nominees, the full and complete legal and equitable title to all such inventions, applications, and Letters Patent, and to enable it to record said title, without further consideration than now paid, but at the expense of said Assignee, its successors or assigns.

IN WITNESS WHEREOF I have here unto set my hands and sent this 7<sup>th</sup> day of May 2010.

Mr. Sheung S. Choi  
Mr. Sheung S. Choi

STATE OF NY }  
COUNTY OF Queens } ss:

BE IT REMEMBERED that on this 7<sup>th</sup> day of May, 2010, before me, a Notary Public, personally appeared who I am satisfied is the person(s) named in and who executed the foregoing instrument in my presence, and I having first made known to her the contents thereof, he did acknowledge that he signed, sealed and delivered the same as he voluntary act and deed for the uses and purposes therein expressed.

EMILY W. YIP  
Notary Public, State of New York  
No. 01YI6017733  
Qualified in Queens County  
Commission Expires December 14, 2010  
4/19/2011

Notary Public  
Notary Public

PATENT