

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Jacob SIMAN-TOV</td> <td>07/25/2012</td> </tr> <tr> <td>Itzhak SIMAN-TOV</td> <td>07/25/2012</td> </tr> <tr> <td>Avraham SIMAN-TOV</td> <td>07/25/2012</td> </tr> </tbody> </table>		Name	Execution Date	Jacob SIMAN-TOV	07/25/2012	Itzhak SIMAN-TOV	07/25/2012	Avraham SIMAN-TOV	07/25/2012				
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CORRESPONDENCE DATA													
<p>Fax Number: 9548289122          Phone: 954-828-1488          Email: bwhitcomb@cwiplaw.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Alan M. Weisberg          Address Line 1: CHRISTOPHER &amp; WEISBERG, P.A.          Address Line 2: 200 EAST LAS OLAS BOULEVARD, SUITE 2040          Address Line 4: FORT LAUDERDALE, FLORIDA 33301</p>													
ATTORNEY DOCKET NUMBER:	1337-15D (SIMA_219/536.3)												
NAME OF SUBMITTER:	Alan M. Weisberg												
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif													

OP \$40.00 29429051

## ASSIGNMENT

Whereas we, the undersigned, Jacob SIMAN-TOV, residing at 67 Yehuda Halevy Street, Netanya 42325 ISRAEL, Itzhak SIMAN-TOV, residing at Hahadarim Street, Moshav Udim 42905 ISRAEL and Avraham SIMAN-TOV, residing at 8 Etzion Street, Netanya 42241 ISRAEL, hereby have made certain inventions or discoveries (or both) set forth in United States Patent Application entitled, GEMSTONE, identified as U.S. Design Patent Application Serial No: 29/429051, filed August 7, 2012 and as Attorney Docket No: 1337-15D (SIMA\_219/536.3), which application was executed by us on July 25, 2012, and filed herewith; and

Whereas, Lili Diamonds, an ISRAELI partnership, having a place of business at The Diamond Exchange, Maccabi Building, One Jabotinsky Street, Ramat Gan 52520 ISRAEL, and which, together with its successors and assigns, is hereinafter called "Assignee," is desirous of acquiring the title, rights, benefits and privileges hereinafter recited.

In the event that the execution date, filing date and/or Application No. are not entered above at the time we execute this document, and if such information is deemed necessary, we hereby authorize and request our attorneys at Christopher & Weisberg, P.A., 200 East Las Olas Boulevard, Suite 2040, Fort Lauderdale, Florida 33301, to insert above the execution date, filing date and/or Application Number of said application.

Now, therefore, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservation:

1. Assign, transfer and convey to Assignee the entire right, title and interest in and to said inventions and discoveries, said application and any application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation, reissue, re-examination and Convention applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues, reexaminations, and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;
2. Authorize Assignee to file patent applications in any or all countries on any or all of said inventions and discoveries in our name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise;

3. Authorize and request the Director of the United States Patent and Trademark Office and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct;
4. Warrant that we have not knowingly conveyed to others any right in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to Assignee without encumbrance;
5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonably serving to assure that the said inventions and discoveries, the said patent applications and the said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in our control or in the facts of our conceptions, disclosures, and reduction to practice of said inventions and discoveries.

In testimony of which we have executed this Assignment as an instrument under seal on the dates indicated next to our names.

INVENTOR

Dated: July 25, 2012 X NOVO  
Name: Jacob SIMAN-TOV

I declare that I did see the above-named individual sign this document in my presence.

Witness: NADAV ATTAL [Signature]

Dated: July 25, 2012

INVENTOR

Dated: July 15, 2012 X יצחק סימן-טוב  
Name: Itzhak SIMAN-TOV

I declare that I did see the above-named individual sign this document in my presence.

Witness: NADAV ATTAR [Signature]

Dated: July 15, 2012

INVENTOR

Dated: July 15, 2012 X אברהם סימן-טוב  
Name: Avraham SIMAN-TOV

I declare that I did see the above-named individual sign this document in my presence.

Witness: NADAV ATTAR [Signature]

Dated: July 15, 2012

29023A