

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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EPAS ID: PAT2906358

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JOSEPH BEHNEY	06/05/2014
PAUL HEIMSTADT	06/04/2014
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	L.A. GEM & JEWELRY DESIGN, INC.
<b>Street Address:</b>	659 SOUTH BROADWAY, 7TH FLOOR
<b>City:</b>	LOS ANGELES
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90014
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29492132
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(310)226-7879
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
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<b>ATTORNEY DOCKET NUMBER:</b>	LAR08-087P-D1
<b>NAME OF SUBMITTER:</b>	MILORD A. KESHISHIAN
<b>SIGNATURE:</b>	/Milord A. Keshishian/
<b>DATE SIGNED:</b>	06/19/2014
<b>Total Attachments: 3</b>	
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**ASSIGNMENT OF INVENTION/APPLICATION**

For:  U.S. and/or  Foreign Rights

For:  U.S. Application or  U.S. Provisional Application

For:  U.S. Patent

For:  PCT Application

By: Multiple Inventors and/or Entity(ies)

**ASSIGNMENT OF INVENTION (MULTIPLE INVENTORS AND/OR ENTITY(IES))**

In consideration of the payment by ASSIGNEE(s) to ASSIGNOR(s) of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

**ASSIGNORS:**

(Inventor(s) or person(s) or entity(ies) who own the invention):

Name: <b>Joseph Behney</b>	Address: <b>659 South Broadway, 7<sup>th</sup> Floor Los Angeles, CA 90014</b>	Nationality: <b>US</b>
Name: <b>Paul Heimstadt</b>	Address: <b>659 South Broadway, 7<sup>th</sup> Floor Los Angeles, CA 90014</b>	Nationality: <b>US</b>

hereby sells, assigns and transfers to:

**ASSIGNEE(s):**

Name: <b>L.A. Gem &amp; Jewelry Design, Inc.</b>	Address: <b>659 South Broadway, 7<sup>th</sup> Floor Los Angeles, CA 90014</b>	Nationality: <b>US</b>
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and the successors, assigns and legal representatives of the ASSIGNEE(s)

the entire right title and interest

an undivided \_\_\_\_\_ percent ( \_\_\_ %) interest  
for the United States and its territorial possessions

**(check the following box, if foreign rights are also to be assigned)**

and in all foreign countries, including all rights to claim priority in and to any and all improvements which are disclosed in the invention entitled: Jewelry Design

**(check and complete (a), (b), (c), (d), (e), (f), or (g))**

and which is found in (37 C.F.R. § 3.21 )

(a)  U.S. patent application executed on even date herewith

(b)  U.S. non-provisional patent application no.: 29/492,132 executed on May 28, 2014

(c)  U.S. provisional application \_\_\_\_\_ filed on \_\_\_\_\_

To comply with 37 C.F.R. § 3.21 for recordal of this assignment, I, an ASSIGNOR signing below, hereby authorize and request my attorney to insert herein the filing date, the execution date(s) and application number when they become known.

Express mail label no.: \_\_\_\_\_ Mailed: \_\_\_\_\_

(d)  U.S. application no.: \_\_\_\_\_ filed on \_\_\_\_\_

(e)  International application no.: \_\_\_\_\_ filed on \_\_\_\_\_

(f)  U.S. patent no. issued \_\_\_\_\_

A change of address to which correspondence is to be sent regarding patent maintenance fees is being sent separately.

**(check (g), if foreign application(s) is also being assigned)**

(g)  and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

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

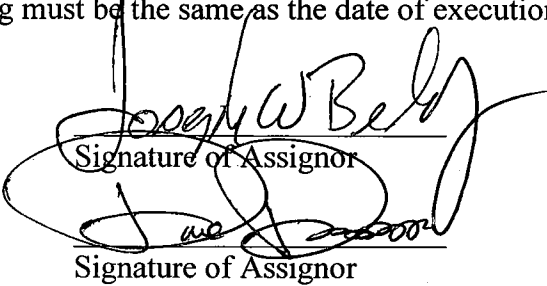
ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or

desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, We have hereunto set hand and seal on the dates indicated below.

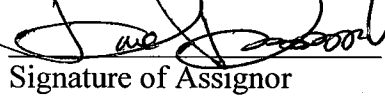
WARNING: The date of signing must be the same as the date of execution of the application, if item (a) was checked above.

Joseph Behney  
Typed Name of Assignor

  
Signature of Assignor

6-5-2014  
Date

Paul Heimstadt  
Typed Name of Assignor

  
Signature of Assignor

6-4-14  
Date

[ ] Notarization or Legalization Page Added.

NOTE: No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized then it will only be prima facie evidence of execution. 35 U.S.C. § 261. Use next page if notarization is desired.