

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
BAIJU BHANSALI	08/24/2017
JOSEPH WEINREICH	08/24/2017
RECEIVING PARTY DATA	
Name:	DIAMOND DIRECT LLC
Street Address:	145 WEST 45TH STREET
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10036
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29615273
CORRESPONDENCE DATA	
Fax Number:	
<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>	
Phone:	310-881-6800
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Address Line 4:	LOS ANGELES, CALIFORNIA 90067
NAME OF SUBMITTER:	MICHAEL A. PAINTER
SIGNATURE:	/Michael A. Painter/
DATE SIGNED:	08/28/2017
Total Attachments: 2	
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ASSIGNMENT

WHEREAS, we, the undersigned, BAIJU BHANSALI and JOSEPH WEINREICH of New York, New York are the Joint Inventors of a new and useful design of for a JEWELRY STONE SETTING for which we have executed an Application for United States Design Patent on the 24th day of August, 2017; and

WHEREAS, DIAMOND DIRECT LLC., a New York limited liability company having its principal place of business at 145 West 45th Street, Suite 500, New York, New York 10036, is desirous of acquiring the whole right, title and interest in and to said invention, application and Letters Patent to issue thereon, in the United States and throughout the world, and likewise, in and to any and all improvements that we may make upon said invention.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, we, the undersigned, BAIJU BHANSALI and JOSEPH WEINREICH, do hereby sell, assign and transfer unto DIAMOND DIRECT LLC, all of our entire right, title and interest in and to said design, invention, application and Letters Patent to issue thereon, including any Division, Continuation and Reissue, in the United States and throughout the world; and likewise, in and to any and all improvements that we may make thereon; directing and authorizing the Commissioner of Patents and Trademarks to issue the United States Letters Patent thereon in conformance with this Assignment; and we hereby further agree to execute all further documents that may be necessary or desirable to secure unto DIAMOND DIRECT LLC, or its assignee, any and all of the rights, titles and interests herein transferred or agreed to be transferred.

Executed this 26th day of AUGUST, 2017 at New York, New York.


BAJU BHANSALI


JOSEPH WEINREICH

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