Interim Designation of Agent to Receive Notification of Claimed Infringement

Full Legal Name of Service Provider: De Beers Diamond Jewellers US Inc.
Alternative Name(s) of Service Provider (including all names under which the service provider is doing business): www.Debeers.com
Address of Service Provider: 20 W. 55th 7th floor. New York, NY 10019
Name of Agent Designated to Receive Notification of Claimed Infringement: Desiree Charles
Full Address of Designated Agent to which Notification Should be Sent (a P.O. Box or similar designation is not acceptable except where it is the only address that can be used in the geographic location): 20 W. 55th 7th floor. New York, NY 10019
Telephone Number of Designated Agent: 212-751-2077
Facsimile Number of Designated Agent: 212-246-3860
Email Address of Designated Agent: dcharles@debeers.com
Signature of Officeror Representative of the Designating Service Provider: Date: 4-18-11
Typed or Printed Name and Title: Desiree Charles - AVP Marketing and Merchandising

Note: This Interim Designation Must be Accompanied by a Filing Fee* Made Payable to the Register of Copyrights.

*Note: Current and adjusted fees are available on the Copyright website at www.copyright.gov/docs/fees.html

Mail the form to:

Copyright I&R/Recordation P.O. Box 71537

Washington, DC 20024

04/22/11



