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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
**Ross Lovegrove**  
  
*12-9-02*  
  
Additional names(s) of conveying party(ies)  Yes  No

2. Name and address of receiving party(ies):  
  
Name: TAG Heuer S.A.  
Internal Address: \_\_\_\_\_  
  
Street Address: 14A, Avenue des Champs-Montants  
2074 Marin, Switzerland  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_  
  
Execution Date: November 13, 2002

4. Application number(s) or patent numbers(s):  
If this document is being filed together with a new application, the execution date of the application is:  
A. Patent Application No.(s)  
29/160,449  
  
Additional numbers attached?  Yes  No

B. Patent No.(s)  
  
*11/13/2002 10:55*

5. Name and address of party to whom correspondence concerning document should be mailed:  
  
Name: Steven B. Pokotilow, Esq.  
Internal Address: Registration No. 26,405  
STROOCK & STROOCK & LAVAN LLP  
  
Street Address: 180 Maiden Lane  
  
12/11/2002 DBYRNE 00000230 194709 29160449  
01 FC:8021 40.00 CH  
City: New York State: NY ZIP: 10038

6. Total number of applications and patents involved: **1**  
  
7. Total fee (37 CFR 3.41):.....\$ 40.00  
 Enclosed - Any excess or insufficiency should be credited or debited to deposit account  
 Authorized to be charged to deposit account  
  
8. Deposit account number:  
19-4709  
  
(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*  
Steven B. Pokotilow, Reg. No. 26,405 *[Signature]* 43,531 November 27, 2002  
Name of Person Signing Signature Date  
Total number of pages including cover sheet, attachments, and document: **3**

## ASSIGNMENT

WHEREAS, I, ROSS LOVEGROVE, residing at 21 Powis Mews, London W11 1 JN, United Kingdom, hereinafter referred to as ASSIGNOR, has invented certain new and useful improvements in GLASSES AND HINGE FOR GLASSES for which I have executed and filed an application for Letters Patents of the United States on May 9, 2002 as Patent Application No. 29/160,449;

WHEREAS, TAG Heuer S.A., a Swiss corporation, having its principal place of business at 14A, Avenue des Champs-Montants, 2074 Marin, Switzerland, hereinafter referred to as ASSIGNEE is desirous of obtaining the entire right, title and interest in, to and under the improvements and the application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the ASSIGNOR, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the improvements, and the application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all applications for Letters Patent which may hereafter be filed for the improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for the improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for the improvements to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

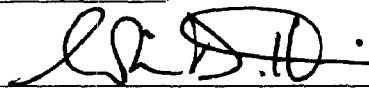
AND I HEREBY covenant that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND I HEREBY further covenant and agree that I will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting the improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the improvements in all countries.

IN TESTIMONY WHEREOF, I have set my hand and seals to this Assignment.

  
ROSS LOVEGROVE

Sworn to before me this 13<sup>th</sup> day of November, 2002



Notary Public

