

01-10-2003

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Form PTO-1595 (Rev. 03/01) OMB No. 0851-0027 (exp. 5/31/2002) Tab settings

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To the Honorable Commissioner of Patents and Trademarks

and original documents or copy thereof.

JCE872 U.S. PTO 29/173117 12/20/02

1. Name of conveying party(ies): Georges BRUNET Additional name(s) of conveying party(ies) attached? Yes No

12-20-02

2. Name and address of receiving party(ies) Name: ZRC ZUCCOLO ROCHET & CIE Internal Address: ZI des Césardes 26

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other Execution Date: September 9, 2002

Street Address: Chemin de la Croix Zip: 74600 City: SEYNOD - FRANCE Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execution date of the application is: A. Patent Application No.(s) B. Patent No.(s)

29,173117

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: John MOETTELI Internal Address: c/o BUGNION S.A. C.P. 375 Street Address: 10, route de Florissant Zip: 1211 City: GENEVA 12 - SWITZERLAND

6. Total number of applications and patents involved: 1 7. Total fee (37 CFR 3.41): \$ 40.00 Enclosed Authorized to be charged to deposit account 8. Deposit account number: 50-0800 (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. John MOETTELI Name of Person Signing Signature Date Dec 2, 2002

Total number of pages including cover sheet, attachments, and documents: 3

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments Washington, D.C. 20231

01/09/2003 TDIAZI 00000177 500800 29173117 01 FC:8021 40.00 CH

PATENT RIGHTS ASSIGNMENT

FOR VALUE RECEIVED, the receipt of which is hereby acknowledged, the following inventor or inventors (hereinafter called "ASSIGNOR")

BRUNET, Georges

hereby assigns, transfers and set over to (*this must be filled out prior to inventors' execution*):

ZRC ZUCCOLO ROCHET & CIE

(hereinafter called "ASSIGNEE"), the entire worldwide right, title, and interest in and to the invention known as:

DISPLAY CASE

(Note: at least one of the below must be checked at time of inventors' signing)

for which a United States Patent Application was executed on _____ (date), or

if this assignment is executed prior to the filing of the United States patent application, for which a International (name country in which U.S. application is a translation) patent application, entitled Présentoirs

(foreign language title is OK here), serial no. DM/060478, was filed on June 28, 2002, the U.S. application being a translation of this foreign application, or for which a United States Patent Application will be filed on or about _____ (date).

In addition, the invention is within the domain of products/inventions for which I am under a duty to assign my inventions to the ASSIGNEE, the domain being summarized, but not necessarily limited to the domain described as follows:

WATCH PRODUCT DISPLAY CASE

(*the foregoing should be filled out prior to inventors' signature—French description is acceptable*)

and all rights and privileges under any Letters Patent which may be granted thereon, including all rights, if any, throughout the entire world to sue for all infringements, including past infringements which may have occurred before the execution of this assignment.

- (1) The ASSIGNOR agrees without charge to said ASSIGNEE but at the ASSIGNEE's expense (a) to execute (i) all necessary papers to be used in connection with this application and any additional, continuing, or divisional applications, as the ASSIGNEE may deem necessary or expedient, (ii) all papers in connection with any interference or other legal or quasi-legal proceedings relating to this application or any additional, continuing, or divisional application thereof, (iii) all papers and documents which may be necessary in connection with the preparation and filing of any foreign applications or with making claims to priority rights granted under the provisions of the International Convention for Protection of Industrial Property or similar agreements; (b) to cooperate with ASSIGNEE in every way possible in obtaining evidence and in going forward in any such proceedings; and (c) to perform all other affirmative acts which may be necessary or desirable to obtain a grant of a valid patent for said invention in any country throughout the world.

[translation into French language of above follows on reverse side: signature page is on facing page of reverse side]

PATENT RIGHTS ASSIGNMENT
page two of two

- (2) ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and the appropriate officials in any other country, to issue any and all Letters Patent that may be granted upon any application or any additional, continuing, or divisional applications thereof to the ASSIGNEE, its successors and assigns.
- (3) ASSIGNOR hereby covenants and warrants that he has full right to convey the entire right, title, and interest by this instrument, free of any encumbrances and that no other agreement has been or will be executed in conflict herewith.
- (4) ASSIGNOR hereby grants to John Moeteli, Reg. No. 35,289 and the firm of BUGNION S.A. of Geneva, Switzerland, the authority and power to insert on this instrument any further identification which may be necessary or desirable for purposes of recordation in the United States Patent Office or a Patent Office of any foreign country.

Date: 20 9 2002

Name of Inventor 1: BRUNET, Georges

Signature of Inventor 1: 

Date: _____

Name of Inventor 2: _____

Signature of Inventor 2: _____

Date: _____

Name of Inventor 3: _____

Signature of Inventor 3: _____

Whenever possible, please have two persons witness the signature of a single inventor, and at least one witness sign as having witnessed the signature of each inventor listed above:

Name: _____

Name: _____

Name: _____

Name: _____