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Street Address: 34 Rue de Monruz

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Execution Date: 3/15/04

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4. Application number(s) or patent number(s):

29204567

If this document is being filed together with a new application, the execution date of the application is: 3/15/04

A. Patent Application No.(s) _____

B. Patent No.(s) _____

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5. Name and address of party to whom correspondence concerning document should be mailed:

Name: William H. Griffith, Esq.

Internal Address: Reising, Ethington,

Barnes, Kisselle, P.C.

Street Address: P.O. Box 4390

City: Troy State: MI Zip: 48099-4390

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00



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Total number of pages including cover sheet, attachments, and documents: 2

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02 FC:8021

40.00 DP

PATENT
REEL: 015295 FRAME: 0798

ASSIGNMENT

UNITED STATES OF AMERICA

The undersigned (1) **PAOLO BULGARI**
of **LUNGOTEVERE MARZIO 11- 00187 ROME- ITALY**

the inventor(s) of a certain, new, original and ornamental design for
(3) **WATCH**

for which application for Design Letters Patent in the United States of
America is [(4) about to be made] [(4) has been made] hereby assigns
and transfers to (5)

BULGARI TIME SWITZERLAND SA
of **34 RUE DE MONROY - 2008 NEUCHÂTEL - SWITZERLAND**

for good and valuable consideration, the sufficiency of which is hereby
acknowledged, for the territory of the United States of America, and
not elsewhere, the full and exclusive right, title, and interest in and to
said invention as fully set forth and described in the specification [(7)
prepared and executed by me/us on (8) 15 March 2004] [(7) filed in the
U.S. Patent Office under Serial No. (9) on (10)
preparatory to obtaining Design Letters Patent to be held and enjoyed
to the full end of the term for which said Design Letters Patent is
granted as full and entirely as the same would have been held by the
undersigned had this assignment and transfer not been made.

IN WITNESS THEREOF the undersigned executed this document this
day of (11) **15 MARCH 2004**

INVENTOR(S):

(12) _____
(12) _____

WITNESSES:

