

FORM PTO-1595
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3. Nature of conveyance:

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Execution Date: May 18, 2005

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:

<p>A. Patent Application No.(s)</p> <p>29/227775</p>	<p>B. Patent No.(s)</p>
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<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: Katherine M. Kowalchyk Address: Merchant & Gould P.C. P. O. Box 2903 Minneapolis, MN 55402</p>	<p>6. Total number of applications and patents involved: 1</p> <p>7. Total fee (37 CFR 3.41): \$40.00 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Please charge any additional fees or credit any overpayments to our Deposit account number: 13-2725</p>
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<p>Katherine M. Kowalchyk (36,848)</p> <p>Name of Person Signing</p>	<p><i>Katherine M. Kowalchyk</i></p> <p>Signature</p>	<p><i>June 14, 2005</i></p> <p>Date</p>
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Name: Natalie Berland

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INSTRUCTIONS

INTERNATIONAL ASSIGNMENT TO CORPORATION

WHEREAS,

Inventor(s) Name,
Address, Citizenship

1. Guy Ellia residing at 81 Avenue Foch, 75116 Paris FRANCE and a citizen of FRANCE;

Date Patent Declaration
Signed and Title Serial
No. and filing date (if
known)

(herein called "THE UNDERSIGNED") have made an invention and have executed an application for Letters Patent of the United States on April 15, 2005 for this invention, which application is entitled:

WATCH

and which has been given Serial Number _____ and the filing date of _____;

Name of Corporation

AND WHEREAS Societe Generale de Marques, SGM (herein called "ASSIGNEE"), a corporation organized under the laws of SWITZERLAND, and having an office and place of business at 26 rue Adrien Lachenal, 1207 Geneva, SWITZERLAND

State or Country of
Incorporation and Address

wishes to acquire the entire right, title and interest in and to said invention and patent application and any Letters Patent to be obtained therefor;

NOW, THEREFORE, for and in consideration of the sum of One Dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, THE UNDERSIGNED hereby sell, assign and transfer to the ASSIGNEE, its successors and assigns, the entire right, title and interest for all countries in and to the invention disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, or renewals thereof, all Letters Patent which may be granted therefrom, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said invention including as assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted therefrom; and THE UNDERSIGNED hereby authorize and request the Commissioner of Patents to issue any and all United States Letters Patent for the aforesaid invention to the ASSIGNEE of the entire right, title and interest in and to the same, for the use of the ASSIGNEE, its successors and assigns.

THE UNDERSIGNED hereby agree that THE UNDERSIGNED, their executors and legal representatives will make, execute and deliver (without charge but at the expense of the ASSIGNEE) any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said ASSIGNEE, its successors and representatives all facts known to THE UNDERSIGNED relating to said invention and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable to vest the ASSIGNEE, its successors or assigns the entire right, title and interest in and to the said invention, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

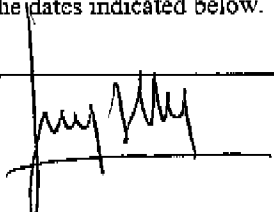
THE UNDERSIGNED represent and agree with said ASSIGNEE its successors and assigns, that no assignment grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by THE UNDERSIGNED, and that full right to convey the same as herein expressed is possessed by THE UNDERSIGNED.

IN TESTIMONY WHEREOF, THE UNDERSIGNED have herunto set their hand on the dates indicated below.

Each inventor must sign & date

Note: No legalization or other witness required

Signature



Date

18th May 2005

PATENT