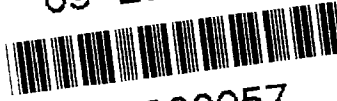


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To the Director of the U.S. Patent and

Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Maria Cristina CALVANI

2. Name and address of receiving party(ies):
ROLEX WATCH U.S.A., INC.
665 Fifth Avenue
New York, NY 10022
USA

113260 U.S. PTO
29/238676
092005

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: September 14, 2005

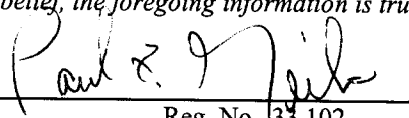
Additional name(s) & address(es) attached? Yes No

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: September 14, 2005
A. Patent Application No.(s) | B. Patent No.(s)
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
SUGHRUE MION, PLLC
WASHINGTON OFFICE
23373
CUSTOMER NUMBER

6. Total number of applications and patents involved: 1
7. Total fee (37 CFR 3.41): \$40.00
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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.
Paul F. Neils  September 20, 2005
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PATENT
REEL: 017020 FRAME: 0389

Assignment

Whereas, I, Maria Cristina CALVANI of Cologny, Switzerland, hereinafter called assignor, have invented certain improvements in WATCH FRAME and executed an application for Letters Patent of the United States of America therefor on _____; and

Whereas, ROLEX WATCH U.S.A., INC., 665 Fifth Avenue, New York, NY 10022, USA (assignee), desires to acquire the entire right, title, and interest in the application and invention, and to any United States patents to be obtained therefor;

Now therefore, for valuable consideration, receipt whereof is hereby acknowledged,

I, the above named assignor, hereby sell, assign and transfer to the above named assignee, its successors and assigns, the entire right, title and interest in the application and the invention disclosed therein for the United States of America, including the right to claim priority under 35 U.S.C. §119, and I request the Director of the U.S. Patent and Trademark Office to issue any Letters Patent granted upon the invention set forth in the application to the assignee, its successors and assigns; and I will execute without further consideration all papers deemed necessary by the assignee in connection with the United States application when called upon to do so by the assignee.

I hereby authorize and request our attorneys SUGHRUE MION, PLLC of 2100 Pennsylvania Avenue, NW, Washington, DC 20037-3213 to insert here in parentheses (Application number _____ and Confirmation number _____, filed _____) the application number and filing date of said application when known.

Date: 14 September 2005

Maria Cristina Calvani

s/Maria Cristina CALVANI

(Legalization not required for recording but is prima facie evidence of execution under 35 U.S.C. §261)