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1. Name of conveying party(ies):

Jérémie SENGGEN
Jean-Marc SALEMI

2. Name and address of receiving party(ies):

DANIEL ROTH et GERALD GENTA HAUTE
HORLOGERIE SA
42 chemin du Grand-Puits
1217 Meyrin 1
SWITZERLAND

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

3. Nature of conveyance:

- Assignment Merger
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- Other _____

Execution Date: **September 27, 2005**

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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 27, 2005

A. Patent Application No.(s)
(Submitted simultaneously alongside new application
- therefore unknown at the time of submission)

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.

Robert V. Sloan

Reg. No. 22,775

October 3, 2005

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PATENT
REEL: 017061 FRAME: 0584

Assignment

Whereas, I/We, **Jérémie Senggen** (Swiss citizen), Switzerland and **Jean-Marc Salemi** (Italian citizen), Switzerland hereinafter called assignor(s), have invented certain improvements in
_____ a wristwatch _____

and executed an application for letters Patent of the United States of America therefor on
SEP 27 2005; and

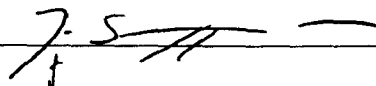

Whereas, Daniel Roth et Gérald Genta Haute Horlogerie SA
42 chemin du Grand-Puits
1217 Meyrin 1
Switzerland

(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/We, the above named assignor(s), hereby sell, assign and transfer to the above named assignee, its successors and designs, the entire right, title and interest in the application and the invention disclosed therein for the United States America, including the right to claim priority under 35 U.S.C § 119, and I/We request the Director- 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/We 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/We hereby authorize and request our attorneys SUGHRUE MOIN, PLLC of 2100 Pennsylvania Avenue, NW, Washington, DC 20037-3213 to insert here in parentheses (Application number _____ and confirmation number _____, filed OCT 03 2005) the filing date and application number of said application when known.

Date : 27.09.05 _____
s/ **Jérémie Senggen** 
Date : 27.09.05 _____
s/ **Jean-Marc Salemi** 
Date : _____
s/
Date : _____
s/

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