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The Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

LOVEGROVE, Ross

Execution Date(s) December 14, 2005

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

**3. Nature of conveyance:**

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Government Interest Assignment  
☐ Executive Order 9424, Confirmatory License  
☐ Other \_\_\_\_\_

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

Name: TAG HEUER SA

Internal Address: \_\_\_\_\_

Street Address: 14A Avenue des Champs-Montants

City: Marin

State: \_\_\_\_\_

Country: Switzerland Zip: 2074

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

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

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

29/239,435

B. Patent No.(s)

01/03/2006 LWONDIM1 00000009 502725 29239435

05 FC 8021

40.00 DP

Additional numbers attached? ☐ Yes ☐ No

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

Name: Lott & Friedland, P.A.

Internal Address: URY FISCHER

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Suite 1609

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State: Florida

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Phone Number: 305-448-7089

Fax Number: 305-446-6191

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**6. Total number of applications and patents involved:**

1

**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00**

- ☐ Authorized to be charged by credit card  
☐ Authorized to be charged to deposit account  
☒ Enclosed  
☐ None required (government interest not affecting title)

**8. Payment Information**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
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**9. Signature:**

Signature

December 29, 2005

Date

Ury Fischer

Name of Person Signing

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

3

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Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

**PATENT**  
**REEL: 017376 FRAME: 0493**

**PATENT ASSIGNMENT**

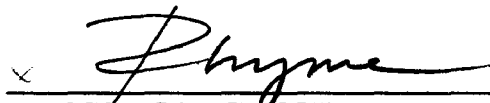
WHEREAS, I, **ROSS LOVEGROVE**, a citizen of Great Britain, residing at Studio X, 21, Powis Mews, London, United Kingdom, have invented certain inventions and improvements disclosed in an application for Letters Patent entitled "**WATCH DIAL**" filed in the United States Patent and Trademark Office on the 29 day of September, 2005 and assigned Serial No.: 29/239,435; and

**TAG HEUER SA**, a Swiss corporation having a principal place of business at 14A, Avenue des Champs-Montants, 2074 Marin, Switzerland, is desirous of acquiring an interest in the same;

**NOW, THEREFORE**, for and in consideration of Five Dollars (\$5.00) and other good and valuable consideration, the receipt and sufficiency of which I hereby acknowledge, I, **ROSS LOVEGROVE**, by these presents do sell, assign and transfer unto **TAG HEUER SA**, the full, exclusive and entire right, title, and interest in and to said application, in and to any divisions, continuations, and reissues thereof, and in and to all inventions and improvements disclosed and described in said application, preparatory to obtaining Letters Patent of the United States therefor; and we hereby request the Commissioner for Patents to issue any and all Letters Patent of the United States resulting from said application, or from a division, continuation, or reissue thereof, to **TAG HEUER SA**, as the assignee, for its interest and for the sole use and benefit of **TAG HEUER SA**, and its assigns and legal representatives;

For the same consideration, I, by these presents do sell, assign, and transfer to **TAG HEUER SA**, the full, exclusive, and entire right, title and interest in and to any foreign application or applications corresponding to said application, in whole or in part, in countries other than the United States, in and to any Letters Patent and similar protective rights granted on said foreign application, and in and to the right to claim any applicable priority rights arising from or required for said foreign applications under the terms of any applicable conventions, treaties, statutes, or regulations; said foreign applications to be filed and issued in the name of **TAG HEUER SA**, or its designee insofar as permitted by applicable law.

**AND**, for the same consideration, I agree to sign all lawful papers, execute all division, continuing, reissue and other applications, make all assignments and rightful oaths, and generally do everything possible to aid **TAG HEUER SA**, its successors, assigns, and nominees, to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world.

  
\_\_\_\_\_  
**ROSS LOVEGROVE**