

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Maria Cristina CALVANI	06/22/2007
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ROLEX WATCH U.S.A., Inc.
<b>Street Address:</b>	665 Fifth Avenue
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10022
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29274281
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<b>ATTORNEY DOCKET NUMBER:</b>	Q100782
<b>NAME OF SUBMITTER:</b>	Paul F. Neils
<b>Total Attachments: 1</b> source=Q100782_Assignment#page1.tif	

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## Assignment

Whereas, I, Maria Cristina CALVANI, of Cologny, SWITZERLAND, hereinafter called assignor, have invented certain improvements in WATCH BEZEL and executed an application for Letters Patent of the United States of America therefor on June 22, 2007; 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 29/274,281 and Confirmation number 7573, filed April 10, 2007) the application number and filing date of said application when known.

Date:

Maria Cristina Calvani

22 JUN 2007

s/Maria Cristina CALVANI

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