

**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		02/27/2008
<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>	
Application Number:	29290050	
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<b>ATTORNEY DOCKET NUMBER:</b>	Q104443	
<b>NAME OF SUBMITTER:</b>	Paul F. Neils	
<b>Total Attachments: 1</b> source=Q104443_ASSIGNMENT_EXECUTED_FILING#page1.tif		

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## Assignment

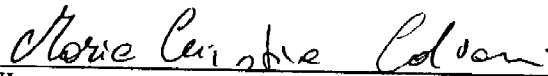
Whereas, I, Maria Cristina CALVANI of Cologny, Switzerland, hereinafter called assignor, have invented certain improvements in WATCH CASE and executed an application for Letters Patent of the United States of America therefor on October 16, 2007, U.S. Patent Application No. 29/290,050; and

Whereas, ROLEX WATCH U.S.A., Inc., 665 Fifth Avenue, New York, NY 10022 (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 all divisions, and continuations thereof, and all Letters Patent of the United States that may be granted thereon, and all reissues thereof, 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.

Date: 27 FEB 2008



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s/Maria Cristina CALVANI

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