

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Guy BOVE	04/25/2009
Lukas GOPP	04/25/2009
Giampiero BODINO	04/25/2009
RECEIVING PARTY DATA	
Name:	RALPH LAUREN WATCH AND JEWELRY COMPANY SARL
Street Address:	chemin de Blandonnet 8
City:	Vernier
State/Country:	SWITZERLAND
Postal Code:	1214
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29338844
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ATTORNEY DOCKET NUMBER:	5001-1349
NAME OF SUBMITTER:	Robert J. Patch
Total Attachments: 1 source=2009-06-19_Assignment#page1.tif	

OP \$40.00 29338844

500901105

PATENT
REEL: 022905 FRAME: 0070

ASSIGNMENT

WHEREAS,

Bove, Guy – Chemin des Coudriers 42, 1209 Geneva – Switzerland
Gopp, Lukas – Chemin de la Fontaine 4, 1260 Nyon – Switzerland
Bodino, Giampiero – Via Lazzaretto 11, 20100 Milano - Italy

hereafter referred to as "applicant(s)", have invented certain new and useful improvements in

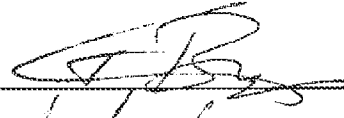
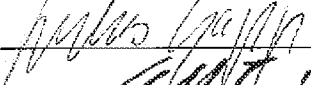
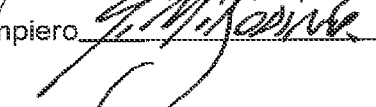
WATCH CASE

- (a) for which an application for a United States patent was filed on _____, Application No. _____,
- (b) for which an application for a United States patent was executed on _____,

WHEREAS, Ralph Lauren Watch and Jewelry Company Sàrl
 whose address is chemin de Blandonnet 8 / 1214 Vernier / Switzerland
 hereinafter referred to as "assignee(s)", is desirous of acquiring the entire right, title and interest in and to the same,

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, applicant(s), by these presents, do(es) hereby sell, assign and transfer unto said assignee(s) the full and exclusive right to the said invention in the United States and the entire right, title and interest in and to any and all patents which may be granted therefor in the United States, for its sole use and behoof, and for the use and behoof of its legal representatives, to the full end of the term for which said patents may be granted, as fully and entirely as the same would have been held by applicant(s) had this assignment and sale not been made.

Applicant(s) hereby authorize(s) and request(s) the Commissioner of Patents and Trademarks to issue said United States patents to said assignee(s).

Date <u>April 25, 2009</u>	Bove, Guy (signature) 
Date <u>April 25, 2009</u>	Gopp, Lukas (signature) 
Date <u>April 25, 2009</u>	Bodino, Giampiero (signature) 
Date _____	_____ (signature)
Date _____	_____ (signature)