PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Eddy Schoepfer	08/19/2009

RECEIVING PARTY DATA

Name:	Breitling SA			
Street Address:	Schlachthausstrasse 2			
Internal Address:	P.O. Box 1132			
City:	Grenchen			
State/Country:	tate/Country: SWITZERLAND			
Postal Code:	2540			

PROPERTY NUMBERS Total: 1

Property Type	Number		
Application Number:	29339930		

CORRESPONDENCE DATA

Fax Number: (212)684-3999

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2126843900

Email: jbuchman-ziv@grr.com,jkaden@grr.com
Correspondent Name: GOTTLIEB RACKMAN & REISMAN PC

Address Line 1: 270 MADISON AVENUE

Address Line 2: 8TH FLOOR

Address Line 4: NEW YORK, NEW YORK 10016-0601

ATTORNEY DOCKET NUMBER: 4888-043

NAME OF SUBMITTER: Jeffrey Kaden

Total Attachments: 2

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PATENT

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Assignment of Filed Patent Application

Date: August 19th 2009

Assignor: Address:

Eddy Schoepfer Les Ouches 2023 Gorgier Switzerland

Assignee:

Breitling SA

Address:

them.

Schlachthausstrasse 2

P.O. Box 1132 2540 Grenchen Switzerland

If there is more than one Assignor or Assignee, the words "Assignor" and "Assignee" shall include

This assignment relates to a United States patent application signed by Assignor and entitled

WATCH CASE

This patent application was filed in the United States Patent and Trademark Office on <u>July 10, 2009</u>, and received Serial No. <u>29/339,930</u>. This patent application is called "the Patent Application".

Assignor has received Ten Dollars (\$10.00) and other good and valuable consideration for this assignment.

Assignor assigns to Assignee all of Assignor's right, title and interest in the Patent Application, the invention described and claimed in the Patent Application, and all patents that may issue based on the invention and on the Patent Application in the United States and in every foreign country. Assignor also assigns to Assignee all priority rights in the Patent Application.*

In those countries where permitted, the Assignor authorizes the Assignee to apply for patents for the invention directly in Assignee's name.* Assignor authorizes the Commissioner of Patents and Trademarks or other governmental authority to issue all patents for the invention directly to Assignee.

Assignor states that Assignor has the right to grant to Assignee the rights which are assigned by this assignment. Assignor will sign any additional documents as may be needed to carry out the purpose of this assignment.

This assignment is binding on all parties who lawfully succeed to the rights of or take the place of Assignor or Assignee.

The undersigned hereby grant(s) to the firm of Gottlieb, Rackman & Reisman, 270 Madison Avenue, New York, New York 10016-0601, the power to insert on this assignment any further identification of the Patent Application which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office concerning recordation of this document.

PATENT REEL: 023224 FRAME: 0058

^{*} Strike italicized sections only if foreign rights are not intended to be assigned.

The effective date of this assignment is the date at the top of this assignment.

PRINT	D OR ΓED NAME(S)		DATE	SIG	NATURE(S)		
_ <u>Eddy</u> First Name	Middle Initial	Schoepfer Last Name	August 19 th 200	9	-Cly		
First Name	Middle Initial	Last Name	WW/Aprol.				
STATE OF			STAT	E OF			
COUNTY OF			COU	NTY OF			
On before me personally came				On	before me personally came		
executed the for		(s) described in and, and the Assignor(s) e same.	duly execu	ted the foregoi	e the Assignor(s) described in and who ng Assignment, and the Assignor(s) duly execution of the same.		
Notary Public				Notary Public			
STATE OF			STAT	TE OF			
COUNTY OF			COU	NTY OF			
On	before r	ne personally came		On	before me personally came		
to me known to be the Assignor(s) described in and executed the foregoing Assignment, and the Assignor(s) acknowledged to me execution of the same.) duly execu	to me known to be the Assignor(s) described in and wh executed the foregoing Assignment, and the Assignor(s) dul acknowledged to me execution of the same.				
Notary Public				Notary Public			

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RECORDED: 09/14/2009