

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | |
|---|----------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Luca Iacomucci | 08/25/2009 |
| RECEIVING PARTY DATA | |
| Name: | Cartier Creation Studio SA |
| Street Address: | 8 Boulevard James Fazy |
| City: | Geneve |
| State/Country: | SWITZERLAND |
| Postal Code: | CH-1201 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 29339742 |
| CORRESPONDENCE DATA | |
| Fax Number: | (212)813-9600 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 212-813-1600 |
| Email: | slewis@creativity-law.com |
| Correspondent Name: | KALOW & SPRINGUT LLP |
| Address Line 1: | 488 MADISON AVENUE |
| Address Line 2: | 19TH FLOOR |
| Address Line 4: | NEW YORK, NEW YORK 10022 |
| ATTORNEY DOCKET NUMBER: | NONY 0119-US |
| NAME OF SUBMITTER: | Shadaia M. Gooden |
| Total Attachments: 2 source=NONY_0119_US_Assignment#page1.tif source=NONY_0119_US_Assignment#page2.tif | |

OP \$40.00 29339742

ASSIGNMENT

In consideration of One Dollar (\$1.00), and other good and valuable considerations, the receipt and sufficiency of which is hereby acknowledged, I, the undersigned,
Luca Iacomucci, residing at Via Milazzo, 7, 61100, Pesaro, Italy.

Hereby sell, assign and transfer to Cartier Creation Studio S.A., having a place of business at 8 boulevard James Fazy, CH 1201, Geneve, Switzerland, its successors, assigns and legal representatives, the entire right, title and interest for all countries, in and to any and all inventions that are disclosed and claimed, and any and all inventions that are disclosed but not claimed, in the application for United States Patent that has been executed by the undersigned and is entitled:

RING

US Application Serial No. 29/339,742, filed July 7, 2009

[the undersigned hereby authorizes its attorneys to amend this document to insert the filing date and application serial number when they become known]

and in and to said application and all divisional, continuing, substitute, renewal, reissue and all other applications for U.S. Letters Patent or other related property rights in any and all foreign countries that have been or shall be filed on any of said inventions disclosed in said application; and in and to all original and reissued patents or related foreign documents that have been or shall be issued on said inventions;

Authorize and request the Director of Patents of the United States to issue to said Assignee, the corporation above named, its successors, assigns and legal representatives, in accordance with this assignment, any and all United States Letters Patent on said inventions disclosed in said application;

Agree that said Assignee may apply for and receive foreign Letters Patents or rights of any other kind for said inventions, or any of them; and may claim, in applications for said foreign Letters Patent or other rights, the priority of the aforesaid United States patent application under the provisions of the International Convention of 1883 and later

modifications thereof, under the Patent Cooperation Treaty, under the European Patent Convention or under any other available international agreement; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this assignment, the undersigned or the undersigned's executors or administrators will, for the United States and all foreign countries execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications or other documents on any and all said inventions; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successor, assigns and representatives, all facts known and documents available to the undersigned relating to said inventions and the history thereof; testify in all legal proceedings; and generally do everything possible that said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said inventions and for vesting title to said inventions and all applications for patents or related foreign rights and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives; and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

ASSIGNOR

Luca Iacomucci

Date: 25/8/2009

By: *Luca Iacomucci*
Signature

Witness
Signature: *JF Bail*

Witness
Signature: *T. Hardy*

Print Name: JE BAIL

Print Name: HARDY

Date: 25/08/2009

Date: 25/08/2009

Address: 5 rue de Bezelback
75017 Paris

Address: 31 Bd de
Clichy
75018 PARIS