

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Senka Perc	12/10/2009
RECEIVING PARTY DATA	
Name:	Swatch AG (Swatch SA)(Swatch Ltd)
Street Address:	Jakob-Stampfli-Strasse 94
City:	2502 Biel/Bienne
State/Country:	SWITZERLAND
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29343004
CORRESPONDENCE DATA	
Fax Number:	(914)941-6091
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(914) 941-5668
Email:	aedelstein@collenip.com
Correspondent Name:	Donald J. Ranft
Address Line 1:	80 South Highland Avenue
Address Line 2:	The Holyoke-Manhattan Building
Address Line 4:	Ossining, NEW YORK 10562
ATTORNEY DOCKET NUMBER:	J1053
NAME OF SUBMITTER:	Donald J. Ranft
Total Attachments: 4 source=J1053_ASSIGNMENT1#page1.tif source=J1053_ASSIGNMENT1#page2.tif source=J1053_ASSIGNMENT1#page3.tif source=J1053_ASSIGNMENT1#page4.tif	

OP \$40.00 29343004

Docket: J1053

ASSIGNMENT BY INVENTOR

THIS ASSIGNMENT, made this 10 day of December, 2009 by

Senka PERC

Rue des Falaises 4

1205 GENEVE

Switzerland

(Name and Residence Address of First Inventor)

hereinafter referred to as Assignors;

WHEREAS, Assignors have invented certain new and useful improvements in **DISPLAY UNIT**, set forth in a Patent application for Letters Patent of the United States, filed herewith; and

WHEREAS, Swatch AG (Swatch SA)(Swatch Ltd), having its principal place of business at **Jakob-Stämpfli-Strasse 94, 2502 Biel/Bienne, Switzerland** (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said inventions and said Application for Letters Patent of the United States, and in and to any Letters Patent of the United States to be obtained therefor and thereon.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, Assignors have sold, assigned, transferred and set over, and by these presents does sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all

direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefor and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made.

AND for the same consideration, Assignors hereby represent and warrant to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignors are the sole and lawful owner of the entire right, title and interest in and to the said inventions and application for Letters Patent above-mentioned, and that the same are unencumbered and that Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, Assignors hereby covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said inventions, or said Patent application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

AND Assignors hereby request the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

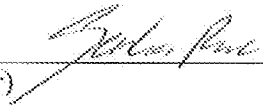
AND Assignors hereby grant the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

COLLEN IP, P.C.
The Holyoke-Manhattan Building
80 South Highland Avenue
Ossining, New York, 10562

Donald J. Ranft, Reg. No. 53,501
Christopher S. Daly, Reg. No. 37,303
Robert M. McDermott, Reg. No. 41,508

AND Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.

December 10, 2009
Date

Senka PERC 
(First Inventor)

Date

(Second Inventor)

Date

(Third Inventor)