

PATENT ASSIGNMENT

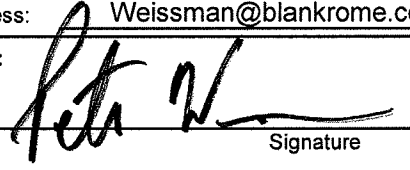
Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Acquisition
CONVEYING PARTY DATA	
Name	Execution Date
Tag Heuer SA	11/17/2009
RECEIVING PARTY DATA	
Name:	LVMH Swiss Manufactures SA
Street Address:	Rue Louis-Joseph-Chevrolet 6a
City:	La Chaux-de-Fonds
State/Country:	SWITZERLAND
Postal Code:	2300
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	11030676
Application Number:	12651059
CORRESPONDENCE DATA	
Fax Number:	(202)772-5858
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037
ATTORNEY DOCKET NUMBER:	131673.0101
NAME OF SUBMITTER:	Peter S. Weissman
Total Attachments: 3 source=131673AssignmentCoverAcqisition#page1.tif source=131673AssignmentCoverAcqisition#page2.tif source=131673AssignmentCoverAcqisition#page3.tif	

CH \$80.00 11030676

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies): TAG HEUER SA Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies) Name: <u>LVMH Swiss Manufactures SA</u> Internal Address: _____ Street Address: _____ <u>Rue Louis-Joseph-Chevrolet 6a</u> City: <u>La Chaux-de-Fonds</u> State: _____ Country: <u>SWITZERLAND</u> Zip: <u>2300</u> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3. Nature of conveyance/Execution Date(s): Execution Date(s): <u>November 17, 2009</u> <input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement <input type="checkbox"/> Joint Research Agreement <input type="checkbox"/> Government Interest Assignment <input type="checkbox"/> Executive Order 9424, Confirmatory License <input checked="" type="checkbox"/> Other <u>Acquisition</u>	4. Application or patent number(s): <input type="checkbox"/> This document is being filed together with a new application. A. Patent Application No.(s) <u>11/030,676</u> <u>12/651,059</u> B. Patent No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
5. Name and address to whom correspondence concerning document should be mailed: Name: <u>Peter S. Weissman</u> <u>BLANK ROME LLP</u> Internal Address: <u>Atty. Dkt.: 131673.0101</u> Street Address: <u>600 New Hampshire Ave., NW</u> City: <u>Washington</u> State: <u>DC</u> Zip: <u>20037</u> Phone Number: <u>(202) 772-5800</u> Fax Number: <u>(202) 572-1405</u> Email Address: <u>Weissman@blankrome.com</u>	6. Total number of applications and patents involved: 2 7. Total fee (37 CFR 1.21(h) & 3.41) \$ <u>80.00</u> <input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed <input type="checkbox"/> None required (government interest not affecting title)
8. Payment Information Deposit Account Number <u>23-2185</u> Authorized User Name <u>Peter S. Weissman</u>	
9. Signature:  _____ Signature <u>Peter S. Weissman - 40,220</u> Name of Person Signing _____ Date <u>February 4, 2010</u> Date Total number of pages including cover sheet, attachments, and documents: 3	



TAG Heuer, succursale de LVMH Swiss Manufactures SA

registered on 17 november 2009

Succursale d'une entreprise suisse

Ref.	Trade name or name of the branch
1	TAG Heuer, succursale de LVMH Swiss Manufactures SA (TAG Heuer, branch of LVMH Swiss Manufactures SA)
	Head office
1	La Chaux-de-Fonds
	Address
1	rue Louis-Joseph-Chevrolet 6a, 2300 La Chaux-de-Fonds

Ref.	Company name of the head office
1	"LVMH Swiss Manufactures SA"
	Head office
1	La Chaux-de-Fonds
	Legal form
1	société anonyme
	Lieu d'inscription, date d'inscription, publication
1	registre du commerce de Neuchâtel le 08.12.1995 sous le N° CH-645-1002251-1

Ref.	Holders, associates, administrators, people having signing capability				
Regi	Mod	Can.	Name and First names, Origin, Residence	Functions,	Signature mode
1			Castellini Isabelle Sylviane, de France, à Auvernier	directrice	signature collective à 2 *
1			Linder Stéphane, de Neuchâtel, à Auvernier	directeur	signature collective à 2 *
1			Weissbach Christian Frédéric, de France, au Landeron	directeur	signature collective à 2 *
1			Bertone Dolorès, d'Oberthal, à Sonceboz- Sombeval		procuration collective à 2 *
1			Bezzola Françoise, d'Onsernone, à Genève		procuration collective à 2 *
1			Demierre Barros Michel, de Neyruz (FR), à Neyruz (FR)		procuration collective à 2 *
1			Eschbach Stéphane Claude Yves, de France, à La Tène		procuration collective à 2 *
1			Huron Thierry François, de France, au Landeron		procuration collective à 2 *
1			Legaié Christophe Bernard, de France, à Neuchâtel		procuration collective à 2 *
1			Sémon Guy Armand, de France, à Neuchâtel		procuration collective à 2 *

* limitée aux affaires de la succursale

Ref.	JOURNAL		SOGC PUBLICATION	
	Number	Date	Date	PageId
1	4297/645	17.11.2009	23.11.2009	13/5355958

Neuchâtel, 02 february 2010

End of excerpt

Only the company record (extract) issued and certified by the competent Registry Office and the text published in the Swiss Commercial Gazette are binding.

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