

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Maamar Boularas	11/22/2010
RECEIVING PARTY DATA	
Name:	Swatch Group Management Services AG, The
Street Address:	Seevorstadt 6
City:	Bienne
State/Country:	SWITZERLAND
Postal Code:	2501
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12936300
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NAME OF SUBMITTER:	Bridget Devlin Burke
Total Attachments: 1 source=10-12-29 Assignment#page1.tif	

CH \$40.00 12936300

ASSIGNMENT

The undersigned (hereinafter collectively referred to as "ASSIGNOR"), in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby sells, assigns and transfers to

The Swatch Group Management Services AG

(hereinafter referred to as "ASSIGNEE"), of

Seevorstadt 6
2501 Bienne / Switzerland

the entire right, title and interest for the United States of America as defined in 35 U.S.C. §100, in the invention (hereinafter "INVENTION") entitled:

Watch strap or bracelet

for which Assignor has executed an application for United States Patent

on this date (check if assignment and application are executed on same date)

filed on _____ (check if Assignment is executed after application)

as United States Patent Application No. _____

and all applications on the INVENTION, including any and all divisions, continuations, substitutes and reissues thereof, and all resulting patents on the INVENTION;

ASSIGNOR hereby agrees to testify and to execute any papers for ASSIGNEE, its successors, assigns and legal representatives, deemed essential by ASSIGNEE to ASSIGNEE'S full protection of and title in and to the INVENTION hereby transferred; and

ASSIGNOR hereby authorizes Joerg-Uwe Szipl and Griffin & Szipl, P.C. to insert in this ASSIGNMENT any further information necessary or desirable for recordation.

Full Name of the Inventor(s)
(Please type)

Signature

Date Signed

(1) Maamar BOULARAS	<i>Maamar Boularas</i>	<i>November 29, 2010</i>
(2)		
(3)		
(4)		
(5)		
(6)		

Check if additional pages are attached.