

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Pascal Grossenbacher</td> <td>10/25/2010</td> </tr> <tr> <td>Jean-Francois Dionne</td> <td>10/25/2010</td> </tr> <tr> <td>Yves Winkler</td> <td>10/25/2010</td> </tr> <tr> <td>Jean-Jacques Born</td> <td>10/25/2010</td> </tr> <tr> <td>Erik Jan Frenkel</td> <td>10/25/2010</td> </tr> </tbody> </table>		Name	Execution Date	Pascal Grossenbacher	10/25/2010	Jean-Francois Dionne	10/25/2010	Yves Winkler	10/25/2010	Jean-Jacques Born	10/25/2010	Erik Jan Frenkel	10/25/2010
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Swatch Group Research and Development Ltd, The</td> </tr> <tr> <td>Street Address:</td> <td>Rue des Sors 3</td> </tr> <tr> <td>City:</td> <td>Marin</td> </tr> <tr> <td>State/Country:</td> <td>SWITZERLAND</td> </tr> <tr> <td>Postal Code:</td> <td>2074</td> </tr> </table>		Name:	Swatch Group Research and Development Ltd, The	Street Address:	Rue des Sors 3	City:	Marin	State/Country:	SWITZERLAND	Postal Code:	2074		
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CORRESPONDENCE DATA													
Fax Number: (703)979-7429 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 703-979-5700 Email: GandS@szipl.com Correspondent Name: GRIFFIN & SZIPL, PC Address Line 1: SUITE PH-1 Address Line 2: 2300 NINTH STREET, SOUTH Address Line 4: ARLINGTON, VIRGINIA 22204													
ATTORNEY DOCKET NUMBER:	ICB0570												
NAME OF SUBMITTER:	Bridget Devlin Burke												

CH \$40.00 12913282

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PATENT
REEL: 025610 FRAME: 0844

Total Attachments: 1
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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 Research and Development Ltd

(hereinafter referred to as "ASSIGNEE"), of

Rue des Sors 3
2074 Marin / 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:

System for adjusting the length of a bracelet or strap

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.

<u>Full Name of the Inventor(s)</u> (Please type)	<u>Signature</u>	<u>Date Signed</u>
(1) Pascal GROSSENBACHER	<i>x Pascal Grossenbacher</i>	<i>October 25, 2010</i>
(2) Jean-François DIONNE	<i>x Jean-François Dionne</i>	<i>October 25, 2010</i>
(3) Yves WINKLER	<i>x Yves Winkler</i>	<i>October 25, 2010</i>
(4) Jean-Jacques BORN	<i>x Jean Jacques Born</i>	<i>October 25, 2010</i>
(5) Erik Jan FRENKEL	<i>x Erik Jan Frenkel</i>	<i>October 25, 2010</i>
(6)		

☐ Check if additional pages are attached.