

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Marcello Binda	05/20/2011
RECEIVING PARTY DATA	
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Property Type	Number
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PATENT
REEL: 026410 FRAME: 0434

ASSIGNMENT

WHEREAS, I the undersigned, Marcello BINDA residing at Via Montefeltro, 4 - 20156 MILANO, Italy

have invented a certain new and useful invention entitled
"WRIST WATCH"

and

WHEREAS, BINDA ITALIA S.r.l.
a corporation of Italy
having a place of business at Via Montefeltro, 4 - 20156 MILANO,
Italy

(hereinafter referred to as "Assignee"), is desirous of acquiring the entire right, title and interest in and to said invention and any and all Letters Patent of the United States and Letters Patent in any and all foreign countries which may be obtained therefore;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto the said Assignee, its legal representatives, successors and assigns, the entire right, title and interest in and to said invention, as described in the patent application filed in the United States Patent and Trademark Office on APRIL 21, 2011 given Serial No. 29/390,224 and entitled "WRIST WATCH"

and in and to all patents of the United States and in any and all foreign countries which may be issued for said invention, as fully and completely as the same would have been held by us had this Assignment and sale not been made. The said entire right, title and interest shall vest irrevocably in said Assignee.

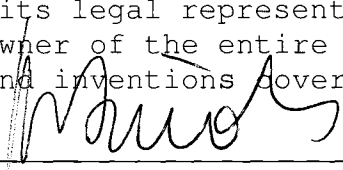
We further agree upon request, without additional compensation but at no expense to ourselves, to execute or assent to foreign Applications, and to execute all other legal documents as may be necessary or desirable to vest the enjoyment of the rights hereby transferred in said Assignee, its legal representatives, successors and assigns, or as the said company may direct.

The Attorney of Record is hereby authorized to insert the Serial Number and filing date in the above blank spaces when received from the Patent and Trademark Office.

We hereby request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to the said Assignee, its legal representatives, successors and assigns, as the sole owner of the entire right, title and interest in and to said patents and inventions covered thereby.

MAY 20 , 2011

Date


(Marcello BINDA)

Date

Date

Date

Date

Date

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Date

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Date