

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Jacob Arabov	11/29/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Jacob & Co SA
<b>Street Address:</b>	Rue Pierre-Fatio 12
<b>City:</b>	Geneva
<b>State/Country:</b>	SWITZERLAND
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29402655
<b>CORRESPONDENCE DATA</b>	
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
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<b>ATTORNEY DOCKET NUMBER:</b>	079551.89359
<b>NAME OF SUBMITTER:</b>	David I. Greenbaum
<b>Total Attachments: 3</b> source=89359-Assignment#page1.tif source=89359-Assignment#page2.tif source=89359-Assignment#page3.tif	

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**ASSIGNMENT BY INVENTOR**

THIS ASSIGNMENT, made this 29<sup>th</sup> day of November, 2011, by Jacob Arabov (hereinafter referred to as Assignor), residing at 48 East 57th Street, New York, New York 10022;

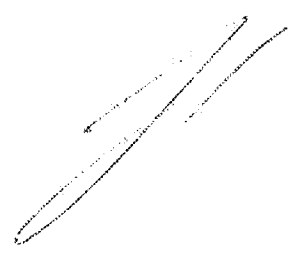
WHEREAS, Assignor has invented certain new and ornamental improvements for a WATCH CASE, set forth in an application for Design Patent of the United States, already filed on September 26, 2011 as U.S. Application No. 29/402,655; and

WHEREAS, Jacob & Co SA, a company organized under and pursuant to the laws of Switzerland, having its principal place of business at Rue Pierre-Fatio 12, Geneva, 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 Design Patent of the United States, and in and to any Design 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, Assignor has 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 Design Patent, and in and to any and all direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Design Patent in the United States and all foreign countries which may be granted therefor and thereon, and reissues, reexaminations and extensions of said Design 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 Design Patent may be granted and/or extended, as fully and entirely as the same

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would have been held and enjoyed by Assignor, had this sale and assignment not been made.

AND for the same consideration, Assignor hereby represents and warrants 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, Assignor is the sole and lawful owner of the entire right, title and interest in and to the said inventions and application for Design Patent above-mentioned, and that the same are unencumbered and that Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, Assignor hereby covenants and agrees to and with Assignee, its successors, legal representatives and assigns, that Assignor 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 Design Patent and applications for Design 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 Design Patent, or any proceeding in connection with any Design Patent or applications for Design 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 Design Patent, or any reissue, reexamination or extension of any Design Patent, to be obtained thereon, is lawful and desirable.

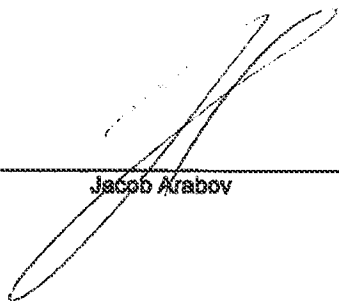
AND Assignor hereby requests the Commissioner of Patent and Trademarks to issue said Design Patent of the United States to Assignee, as Assignee of said inventions and the Design Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

AND Assignor hereby grants 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:

EDWARDS WILDMAN PALMER LLP

All practitioners at Customer Number 21874

AND Assignor acknowledges an obligation of assignment of this invention to Assignee at the time the invention was made.



Jacob Arabov