

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Davide CERRATO	12/05/2011
RECEIVING PARTY DATA	
Name:	MONTRES TUDOR SA
Street Address:	3, rue Francois Dussaud
City:	Geneva 26
State/Country:	SWITZERLAND
Postal Code:	1211
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29401881
CORRESPONDENCE DATA	
Fax Number:	(202)293-7860
Phone:	2022937060
Email:	aauerbach@sughrue.com, sughrue@sughrue.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Correspondent Name:	Sughrue Mion PLLC
Address Line 1:	2100 Pennsylvania Ave NW
Address Line 2:	Suite 800
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037
ATTORNEY DOCKET NUMBER:	A10692
NAME OF SUBMITTER:	Alexander E. Auerbach, New App. Spec.
Total Attachments: 1 source=ASSIGNMENT#page1.tif	

OP \$40.00 29401881

## Assignment

Whereas, I, Davide CERRATO of Geneva, Switzerland hereinafter called assignor, have invented certain improvements in WATCH CASE and executed an application for Letters Patent of the United States of America therefor on September 16, 2011; and

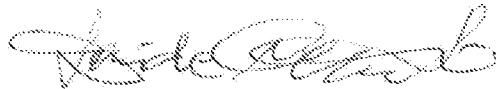
Whereas, MONTRES TUDOR SA of 3, rue Francois Dussaud, Geneva 26, Switzerland 1211(assignee), desires to acquire the entire right, title, and interest in the application and invention, and to any United States patents to be obtained therefor;

Now therefore, for valuable consideration, receipt whereof is hereby acknowledged,

I/we, the above named assignor, hereby sell, assign and transfer to the above named assignee, its successors and assigns, the entire right, title and interest in the application and the invention disclosed therein for the United States of America, including all divisions, and continuations thereof, and all Letters Patent of the United States that may be granted thereon, and all reissues thereof, and all countries foreign thereto, including rights of priority under the International Convention of Paris (1883) as amended, including the right to claim priority under 35 U.S.C. §119, and I/we request the Director of the U.S. Patent and Trademark Office to issue any Letters Patent granted upon the invention set forth in the application to the assignee, its successors and assigns; and I/we hereby agree that the assignee may apply for foreign Letters Patent on the invention and I/we will execute without further consideration all papers deemed necessary by the assignee in connection with the United States and foreign applications when called upon to do so by the assignee.

I hereby authorize and request our attorneys SUGHRUE MION, PLLC of 2100 Pennsylvania Avenue, NW, Washington, DC 20037-3213 to insert here in parentheses (Application number 29/401,881 and Confirmation number 1940, filed September 16, 2011) the application number and filing date of said application when known.

Date: December 5, 2011



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s/ Davide CERRATO