

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Pascal GROSSENBACHER</td> <td>08/31/2011</td> </tr> <tr> <td>Thomas FROELICHER</td> <td>08/31/2011</td> </tr> </tbody> </table>		Name	Execution Date	Pascal GROSSENBACHER	08/31/2011	Thomas FROELICHER	08/31/2011				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>The Swatch Group Research and Development Ltd.</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:	The Swatch Group Research and Development Ltd.	Street Address:	Rue des Sors 3	City:	Marin	State/Country:	SWITZERLAND	Postal Code:	2074
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Application Number:	13551192										
CORRESPONDENCE DATA											
Fax Number:	(703)413-2220										
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NAME OF SUBMITTER:	Jessica Abarca										
Total Attachments: 2 source=401303USAssignment#page1.tif source=401303USAssignment#page2.tif											

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Assignment of Application

INSERT NAMES AND RESIDENCE ADDRESS OF THE INVENTORS

WHEREAS, I (WE) Pascal GROSSENBACHER, Rue des Sablons 4, 2000 Neuchâtel, Switzerland
Thomas FROELICHER, Ch. des Roches 24, 2525 Le Landeron, Switzerland

 _____, respectively,

INSERT TITLE OF INVENTION

have invented certain new and useful improvements in: Method for securing a decoration to an external timepiece element and external element made in accordance with this method
 (Application No. _____, filed _____), and

INSERT NAME AND ADDRESS OF COMPANY OR OTHER ASSIGNEE

WHEREAS, The Swatch Group Research and Development Ltd

 (hereinafter referred to as "ASSIGNEE") having a place of business at: Rue des Sors 3, 2074 Marin, Switzerland is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent that may be granted therefore in the United States and its territorial possessions and in any and all foreign countries;

NOW, THEREFORE, in consideration of the sum of FIVE DOLLARS (\$5.00), the receipt whereof is hereby acknowledged, and for other good and valuable consideration, I (WE), by these presents do sell, assign and transfer unto said ASSIGNEE, the full and exclusive right to the said invention in the United States and its territorial possessions and in all foreign countries (including the right to claim priority under the terms of the International Convention and other relevant International Treaties and Arrangements from the aforesaid application(s)) and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States and its territorial possessions and in any and all foreign countries and in and to any and all divisions, reissues, continuations, substitutions and renewals thereof.

I (WE) hereby authorize and request the Patent Office Officials in the United States and its territorial possessions and any and all foreign countries to issue any and all of said Letters Patent, when granted, to said ASSIGNEE as the assignee of my (our) entire right, title and interest in and to the same, for the sole use and behoof of said ASSIGNEE, its (his) successors and assigns, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by me (us) had this Assignment and sale not been made.

Further, I (WE) agree that I (WE) will communicate to said ASSIGNEE or its (his) representatives any facts known to me (us) respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letter Patent to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its (his) successors and assigns, to obtain and enforce proper protection for said invention in the United States and its territorial possessions and in any and all foreign countries.

The undersigned hereby grant(s) the firm of Oblon, Spivak, McClelland, Maier & Neustadt, L.L.P. of 1940 Duke Street, Alexandria, Virginia 22314 the power to insert on this assignment any further identification, including the application number and filing date, 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.

Date: <u>31.08.11</u>	<u>Pascal Grossenbacher</u> (Signature of Inventor) Pascal GROSSENBACHER
Date: <u>31.08.2011</u>	<u>Thomas Froelicher</u> (Signature of Inventor) Thomas FROELICHER
Date: _____	_____ (Signature of Inventor)
Date: _____	_____ (Signature of Inventor)
Date: _____	_____ (Signature of Inventor)
Date: _____	_____ (Signature of Inventor)

OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, L.L.P.
ATTORNEYS AT LAW
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ALEXANDRIA, VIRGINIA 22314