

## PATENT ASSIGNMENT

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| SUBMISSION TYPE:  | NEW ASSIGNMENT                        |
| NATURE OF CONVEYANCE:   | ASSIGNMENT                            |
| CONVEYING PARTY DATA  |                                       |
| Name  | Execution Date                        |
| Leila Ruffieux  | 08/06/2012                            |
| RECEIVING PARTY DATA  |                                       |
| Name:   | Montblanc-Simplo GmbH                 |
| Street Address:   | Hellgrundweg 100                      |
| City:   | 22525 Hamburg                         |
| State/Country:  | GERMANY                               |
| PROPERTY NUMBERS Total: 1   |                                       |
| Property Type   | Number                                |
| Application Number:   | 29426943                              |
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| NAME OF SUBMITTER:  | Meg A. Ward                           |
| Total Attachments: 1<br>source=MOSI_3_ASSIGNMENT#page1.tif  |                                       |

OP \$40.00 29426943

ASSIGNMENT OF APPLICATION FOR DESIGN PATENT

WHEREAS,

(1) (Name of Inventor): Leïla Ruffieux  
(2) (Address of Inventor): Chemin des Liserons 5  
2000 Neuchâtel  
Switzerland

(hereinafter singly and jointly referred to as "Assignor"), has made a new and useful invention in a WATCH DIAL for which Assignor has made or will make an application for Letters Patent of the United States; and

WHEREAS,

(Name of Assignee): Montblanc-Simplo GmbH  
(Address of Assignee): Hellgrundweg 100  
22525 Hamburg  
Germany

(Legal Nature of Assignee): German Corporation

(hereinafter referred to as "Assignee"), describes to acquire 100% of the right, title, and interest in, to and under said invention disclosed, described and claimed or intended so to be in said application, and in, to and under said application, and in, to and under any and all United States Letters Patent, that may be obtained thereof and thereon;

NOW, THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar (\$1.00) and other good, valuable and sufficient considerations to Assignor in hand paid, the receipt of which is hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto Assignee, 100% of the right, title, and interest in, to and under said invention disclosed, described and claimed or intended so to be in said application, and any and all other applications thereon and arising therefrom, including any and all divisions and continuations thereof, and any and all patents to be issued and obtained therefore and thereon in the United States and world wide, including all reissues and reexaminations thereof.

Assignor hereby authorizes and requests the Honorable Commissioner of Patents to issue said United States Letter Patent to Assignee, its assigns and legal representatives.

Assignor agrees to sign and execute any and all other papers necessary or desirable for the procurement of Letters Patent on said invention in the United States and world wide for the use of Assignee.

(1) Leïla Ruffieux

  
(Signature)

Date: 06.08.2012

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