

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>Julien CATTANEO</td> <td>11/28/2012</td> </tr> <tr> <td>Daniel MOILLE</td> <td>11/28/2012</td> </tr> </tbody> </table>		Name	Execution Date	Julien CATTANEO	11/28/2012	Daniel MOILLE	11/28/2012				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>ROLEX S.A.</td> </tr> <tr> <td>Street Address:</td> <td>3-5-7 RUE FRANCOIS-DUSSAUD</td> </tr> <tr> <td>City:</td> <td>GENEVA 26</td> </tr> <tr> <td>State/Country:</td> <td>SWITZERLAND</td> </tr> <tr> <td>Postal Code:</td> <td>CH-1211</td> </tr> </table>		Name:	ROLEX S.A.	Street Address:	3-5-7 RUE FRANCOIS-DUSSAUD	City:	GENEVA 26	State/Country:	SWITZERLAND	Postal Code:	CH-1211
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: 2028221111 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 2028221100 Email: PatentMail@Whdapatentlaw.com Correspondent Name: Westerman, Hattori, Daniels & Adrian LLP Address Line 1: 1250 Connecticut Avenue NW, Address Line 2: Suite 700 Address Line 4: Washington,, DISTRICT OF COLUMBIA 20036</p>											
ATTORNEY DOCKET NUMBER:	121230										
NAME OF SUBMITTER:	Nicolas E. Seckel										
<p>Total Attachments: 1 source=121230_ASSIGNMENT#page1.tif</p>											

OP \$40.00 13643462

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION paid to the undersigned inventor(s)
(hereinafter ASSIGNOR) by
ROLEX S.A.

(Insert ASSIGNEE's
Name(s) Address(es))

**3-5-7 rue François-Dussaud
CH - 1211 Geneva 26 - Switzerland**

(hereinafter ASSIGNEE), the receipt and adequacy of which is hereby acknowledged, the
undersigned ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the entire and exclusive
right, title and interest to the invention entitled

(Title of Invention)

WATCH CASE

for which application(s) for Letters Patent of the United States was(were) executed on even date or
was/were filed as indicated below:

* U.S. application filed on October 25, 2012 Serial No. 13/643,462
* International (PCT) application filed on April 28, 2011 Serial No. PCT/CH2011/000094

(Westerman, Hattori, Daniels & Adrian, LLP is hereby authorized to insert the series code, serial
number and/or filing date hereon, when known)

and all Letters Patent of the United States and of other countries and regions to be obtained therefor
on said application(s) or any continuation, divisional, substitute, reissue or reexamination thereof for
the full term or terms for which the same may be granted.


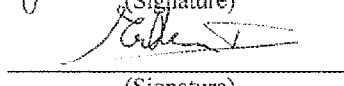
The ASSIGNOR agrees to execute all papers necessary in connection with said application(s) and
any continuation, divisional, reissue or reexamination applications thereof and also to execute
separate assignments in connection with such applications as the ASSIGNEE may deem necessary
or expedient.

The ASSIGNOR agrees to execute all papers necessary in connection with any interference,
litigation, or other legal proceeding which may be declared concerning said application(s) or any
continuation, divisional, reissue or reexamination thereof or Letters Patent or reissue patent issued
thereon and to cooperate with the ASSIGNEE in every way possible in obtaining and producing
evidence and proceeding with such interference, litigation, or other legal proceeding.

The ASSIGNOR sells, assigns and transfers to said ASSIGNEE the entire and exclusive right, title
and interest to said invention throughout all countries foreign to the United States including the right
to claim priority of said application(s) under the International Conventions and do hereby authorize
said ASSIGNEE to apply for patents therefore in its own name in countries where such procedure is
proper and to claim the benefit of the International Conventions and agrees to execute all papers
necessary in connection with applications for such patents and any continuation, divisional,
substitute, reissue or reexamination applications thereof and also execute separate assignments in
connection with such applications as the ASSIGNEE may deem necessary or expedient.

IN WITNESS WHEREOF, the undersigned inventor(s) has (have) affixed his/her/their signature(s).

(Signatures)

 (Signature)	<u>Julien Cattaneo</u> (Type Name)	<u>28/11/2012</u> (Date)
 (Signature)	<u>Daniel Moille</u> (Type Name)	<u>28/11/2011</u> (Date)
_____ (Signature)	_____ (Type Name)	_____ (Date)

NO LEGALIZATION REQUIRED