

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2783263

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SOCIETE ANONYME DE LA MANUFACTURE D'HORLOGERIE AUDEMARS PIGUET & CIE	03/20/2014
RECEIVING PARTY DATA	
Name:	AUDEMARS PIGUET HOLDING S.A.
Street Address:	ROUTE DE FRANCE 16
City:	1348 LE BRASSUS
State/Country:	SWITZERLAND
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	D550578
CORRESPONDENCE DATA	
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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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ATTORNEY DOCKET NUMBER:	AP 0001
NAME OF SUBMITTER:	JOANNA JOSEPH
SIGNATURE:	/Joanna Joseph/
DATE SIGNED:	03/25/2014
Total Attachments: 1	
source=FinalassignmentAPHtoAPM(1)#page1.tif	

**ASSIGNMENT NUNC PRO TUNC OF RIGHTS
IN WATCH DIAL DESIGN**

WHEREAS, SOCIÉTÉ ANONYME DE LA MANUFACTURE D'HORLOGERIE AUDEMARS PIGUET & CIE, a société anonyme, legally organized under the laws of Switzerland, having its seat at Route de France 16, 1348 Le Brassus, Switzerland, ("Assignor") was on January 9, 2006 the owner of all intellectual property rights in a certain design for a watch dial (as depicted in the patent referenced herein), including all worldwide copyrights in such design, all patentable rights in such design, the U.S. Design Patent application therefor, Application Serial No. 21/251,467, and the design patent which issued from such application, U.S. Design Patent D550,578 S (the "Patent");

WHEREAS, Assignor assigned and transferred the rights in such design and the Patent, among others, to AUDEMARS PIGUET HOLDING S.A., a société anonyme, legally organized under the laws of Switzerland, having its seat at Route de France 16, 1348 Le Brassus, Switzerland ("Assignee");

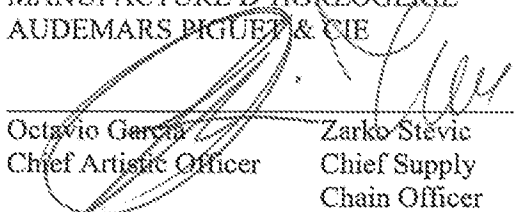
WHEREAS, the parties wish to affirm the above assignment as of January 1, 2006;


NOW, THEREFORE, in consideration of and in exchange for the sum of \$1.00 (One Dollar) and other good and valuable consideration, receipt of which is hereby acknowledged, the parties hereto reaffirm and ratify the assignment of all intellectual property rights in such design, including all worldwide copyrights in such design and the Patent, from Assignor to Assignee, and Assignor does hereby transfer and assign, and sets over unto Assignee all rights, title and interest in and to the design and the Patent, and any and all claims for infringement thereof against any party (including any claims for damages or profits) from the date of creation to date, nunc pro tunc.


IN WITNESS WHEREOF, the parties hereto, intending to be legally bound hereby, have each caused to be affixed hereto its hand and seal on the date indicated.

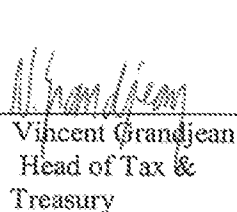
SOCIÉTÉ ANONYME DE LA
MANUFACTURE D'HORLOGERIE
AUDEMARS PIGUET & CIE

AUDEMARS PIGUET HOLDING S.A.


Octavio Garcia
Chief Artistic Officer


Zarko Stevic
Chief Supply
Chain Officer


Saji Jabbour
Chief Financial
Officer


Vincent Grandjean
Head of Tax &
Treasury

Date: March 20, 2014

Date: March 20, 2014

PATENT

RECORDED: 03/25/2014

REEL: 032515 FRAME: 0686