

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Davidoff & Cie SA		11/25/2011	CORPORATION: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Randolph Leonard Spencer Churchill		
Street Address:	Crockham Grange, Pootings Road		
Internal Address:	Crockham Hill		
City:	Kent TN8 6SA		
State/Country:	UNITED KINGDOM		
Entity Type:	INDIVIDUAL: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3963949	WSC	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
Phone:	212-813-5900		
Email:	assignments@fzlj.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:	Susan Upton Douglass		
Address Line 1:	866 United Nations Plaza		
Address Line 2:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	DVF 0705500		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

CH \$40.00 3963949

Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

Susan Upton Douglass

Signature:

/joanna weiss/

Date:

01/31/2012

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

The undersigned

Davidoff & Cie SA

2 rue de rive, CH-1200 Geneva, Switzerland

herewith assigns its entire right, title and interest in and to the following trademark registrations therefor in the United States

- Registration No. 3963949 WSC-Logo, class 34

together with all the goodwill, rights and obligations pertaining thereto to

Mr Randolph Leonard Spencer Churchill  
Crockham Grange, Pootings Road  
Crockham Hill  
Kent TN8 6SA  
United Kingdom

Basel, August 29, 2011

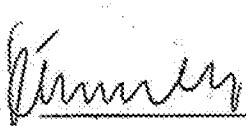
Place, date

The Assignor: **Davidoff & Cie SA**  
**2, Rue de Rive**  
**CH - 1204 Genève**

Crockham Hill, November 25, 2011

Place, date

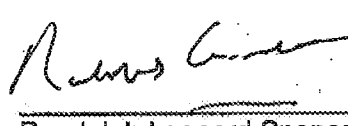
The Assignee:



Hermann Dünner  
CFO



Dr. Patrick Schädler  
Head Legal Counsel



Randolph Leonard Spencer  
Churchill