

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
Genal Strap, Inc.		04/03/2013	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Magnum Industria da Amazonia, S.A.		
Street Address:	Alameda Santos, 1940		
Internal Address:	11th Floor, Cerqueira Cesar		
City:	Sao Paulo		
State/Country:	BRAZIL		
Postal Code:	CEP 01418		
Entity Type:	Sociedade Anonima: BRAZIL		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	0774116	CHAMPION	
Registration Number:	0900229	CHAMPION	
Registration Number:	3436502	CHAMPION	
Registration Number:	3743525	J.B. CHAMPION	
Registration Number:	1673400	JB CHAMPION	
CORRESPONDENCE DATA			
Fax Number:	2123084844		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2123084411		
Email:	trademark@edwardswildman.com		
Correspondent Name:	Perla M. Kuhn		
Address Line 1:	Edwards Wildman Palmer LLP		
Address Line 2:	FDR Station, P.O. Box 130		
Address Line 4:	New York, NEW YORK 10150		

CH \$140.00 0774116

ATTORNEY DOCKET NUMBER:

313489.0001 PMK/ESP

DOMESTIC REPRESENTATIVE

Name: Perla M. Kuhn
Address Line 1: Edwards Wildman Palmer LLP
Address Line 2: FDR Station, P.O. Box 130
Address Line 4: New York, NEW YORK 10150

NAME OF SUBMITTER:

Perla M. Kuhn

Signature:

/Perla M. Kuhn/

Date:

04/08/2013

Total Attachments: 1

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ASSIGNMENT

THIS ASSIGNMENT is entered into with an effective date of February 19, 2013, by and between Genal Strap, Inc., a New York corporation, with its principal place of business at 3100 47th Avenue, # 3A, Long Island City, NY 11101-3068 ("Assignor"), and Magnum Indústria da Amazônia, S.A., a Brazilian Sociedade Anônima, with its principal place of business at Alameda Santos, 1940, 11th Floor, Cerqueira Cesar, Sao Paulo, Brazil CEP 01418 ("Assignee").

WHEREAS, Assignor is the owner of the following trademarks (the "Marks"), which are federally registered with the United States Trademark Office:

<u>Mark</u>	<u>Goods/Services (Int'l Class)</u>	<u>Registration No.</u>	<u>Registration Date</u>
JB CHAMPION	Watch bands (Class 14)	1,673,400	January 28, 1992
J.B. CHAMPION	Watches (Class 14)	3,743,525	February 2, 2010
CHAMPION	Watches (Class 14)	3,436,502	May 27, 2008
CHAMPION	Expansion and non-expansion bracelets, chain bracelets, identification bracelets, links for said bracelets, and keyholders made in whole or in part of precious metal (Class 14)	900,229	October 6, 1970
CHAMPION	Wrist watch straps (Class 14)	774,116	July 28, 1964

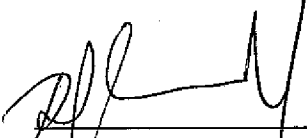
WHEREAS, Assignee desires to acquire the Marks, any applications or registrations therefor and the goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Marks, including the goodwill of the business symbolized by the Marks.

FURTHER, Assignor agrees to execute and deliver at a future date any and all further acts, conveyances, transfers, assignments, instruments and assurances, without compensation, as Assignee reasonably determines are required to perfect Assignee's ownership of or title to the Marks and the registration therefor or to evidence the full and effective implementation and consummation of the assignment of the Marks and any registrations therefor.

GENAL STRAP, INC.

By:



David Greenwald
Chief Executive Officer

Dated: ~~February 19, 2013~~

4/3/13