

07-03-2002



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To The Honorable Commissioner of Pa

ached original document or copy thereof.

1. Name of conveying party(ies):

6.24.02

QVC, Inc. (Delaware Corp.)
Leach & Garner Company (Mass. Corp.)
Aurafin Corporation (Florida Corp.)
Aurafin, LLC (Delaware Corp.)

- Individual(s)
Association
General Partnership
Limited Partnership
Corporation-State
Other

Additional names(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Eterna S.A. Fabrique D'Horlogerie

Internal Address:

Street Address: Schutzensgasse 46
CH-2540/Grenchen, Switzerland

City: State: Zip:

- Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State Switzerland
Other

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
Merger
Security Agreement
Change of Name
Other

Execution Date: June 2, 2000

4. Application number(s) or patent number(s):

A) Trademark Application No.(s)

75/471,909
75/472,374

B) Trademark Registration No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning documents should be mailed:

CAESAR, RIVISE, BERNSTEIN,
COHEN & POKOTILOW, LTD.

Attn: Eric S. Marzluf, Esq.
12th Floor - 7 Penn Center
1635 Market Street; Phila, PA 19103-2212

6. Total number of applications and registrations involved (2)

7. Total fee (37 CFR 3.41) \$65.00

Authorized to Charge to Deposit Account No. 03-0075 (duplicate attached)

DO NOT USE THIS SPACE

8. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Eric S Marzluf

Name of Person Signing

Signature

June 18, 2002
Date

07/02/2002 LMUELLER 00000094 030075 75471909
Total number of pages including cover sheet, attachments and document: 3

01 FC:481 40.00 CH
02 FC:482 25.00 CH

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks; Box Assignments; Washington DC 20231

TRADEMARK
REEL: 002536 FRAME: 0926

## EXHIBIT A

### TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, QVC, Inc. ("QVC"), a Delaware corporation having a principal place of business at Studio Park, West Chester, Pennsylvania 19380-4250, Leach & Garner Company ("L&G"), a Massachusetts corporation, having a business address at 57 John L. Dietsch Square, North Attleboro, Massachusetts 02761, Aurafin Corporation, a Florida corporation having a business address at 14001 N.W. 4<sup>th</sup> Street, Sunrise, Florida 33325, and Aurafin, LLC a Delaware corporation having a business address at 6701 Knob Hill Road, Tamarac, Florida 33321 (Aurafin Corporation and Aurafin LLC are collectively referred to as "Aurafin") are the sole and exclusive owners of all right, title and interest in and to the mark ETERNAGOLD and the goodwill of the business associated with and symbolized by the mark ETERNAGOLD, and QVC is the sole and exclusive owner of all right, title and interest in and to the Application Serial Nos. 75/471,909 and 75/472,374 for the mark ETERNAGOLD. QVC, L&G and Aurafin may be collectively referred to below as the "ASSIGNORS";

WHEREAS, for good and valuable consideration, ASSIGNORS wish to assign to and transfer to Eterna S.A. Fabrique D'Horlogerie, a Swiss corporation having a business address at Schützengasse 46, CH-2540, Grenchen, Switzerland (hereinafter "ASSIGNEE"), all right, title and interest in and to the following: (1) the mark ETERNAGOLD; (2) the Application Serial Nos. 75/471,909 and 75/472,374; and (3) the goodwill of the business associated with and symbolized by the mark ETERNAGOLD.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged by ASSIGNORS, QVC hereby assigns to ASSIGNEE all right, title and

interest that QVC has in and to pending Application Serial Nos. 75/471,909 and 75/472,374. QVC, L&G and Aurafin hereby assign to Eterna Fabrique all right, title and interest that they may jointly and/or severally have in and to the mark ETERNAGOLD and the goodwill symbolized thereby.

Included in this Assignment are any and all rights which QVC, L&G or Aurafin have, or may have had, against persons who have infringed upon the mark ETERNAGOLD prior to the effective date of this Assignment.

The terms, covenants and provisions of this Assignment shall inure to the benefit of ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding on ASSIGNORS, their successors, assigns and other legal representatives.

IN WITNESS WHEREOF, ASSIGNORS and ASSIGNEE have caused this Assignment to be signed by the following duly authorized agents this 2<sup>nd</sup>, day of June, 2000.

QVC, INC

By: Neal S. Grabell

Neal S. Grabell

Senior Vice President & General Counsel

ETERNA S.A. FABRIQUE D'HORLOGERIE

By: Herbert Arni

Herbert Arni

Title: President

LEACH & GARNER COMPANY

By: Mark Harrison

Name: MARK HARRISON

Title: CFO

AURAFIN CORPORATION

By: Steven L. Hansen

Steven L. Hansen

Executive Vice President and CFO

AURAFIN, LLC

By: Steven L. Hansen