

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TBWA Paris SA		11/13/2003	CORPORATION: FRANCE

RECEIVING PARTY DATA	
Name:	TAG HEUER S.A.
Street Address:	14a, avenue des Champs-Montants
City:	CH - 2074 Marin
State/Country:	SWITZERLAND
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	78101893	WHAT ARE YOU MADE OF?

CORRESPONDENCE DATA	
Fax Number:	(215)655-2183
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(215)994.2183
Email:	glenn.gundersen@dechert.com
Correspondent Name:	Dechert LLP
Address Line 1:	1717 Arch Street
Address Line 2:	4000 Bell Atlantic Tower
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-2793

ATTORNEY DOCKET NUMBER:	77543-019
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DOMESTIC REPRESENTATIVE	
Name:	Glenn A. Gundersen
Address Line 1:	1717 Arch Street
Address Line 2:	4000 Bell Atlantic Tower
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-2793

CH \$40.00 78101893

NAME OF SUBMITTER:

Glenn A. Gundersen

Total Attachments: 1

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## Trademark Assignment

Whereas,

### TBWA Paris SA

a company organized and existing under the laws of France and having its principal place of business at 162-164, rue de Billancourt, 92110 Boulogne, France (herein after referred to as the «ASSIGNOR»), owns the U.S. trademark application for the mark WHAT ARE YOU MADE OF? no. 78/101,893 in international classes 9 and 14 («the Mark»), and

whereas,

### TAG Heuer SA


a company organized and existing under the laws of Switzerland and having its principal place of business at 14A, avenue des Champs-Montants, 2074 Marin-Epagnier, Switzerland (herein after referred to as the «ASSIGNEE»), desires to acquire the Mark;

Now, therefore,

for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR hereby sells, assigns and transfers to the ASSIGNEE all right, title and interest in and to the Mark, together with the goodwill symbolized by the Mark, and the application and registration thereof.

All registration fees and taxes to be paid in the context or as a result of the registration of this assignment shall be borne by the ASSIGNEE.

The ASSIGNOR warrants that there is nothing to its knowledge that affects the peaceful exploitation of the Mark by the ASSIGNEE.

  
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TBWA Paris

Date: 13 Novembre 2003

Name: Arthur Sadoun  
Title: *Président Directeur  
Général*

  
\_\_\_\_\_  
TAG Heuer SA

Date: 8 décembre 2003

Name: Jean-Christophe Babin  
Title: President and CEO