

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| 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 |
| LVMH Watch & Jewelry USA, Inc. | | 04/04/2004 | CORPORATION: DELAWARE |

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| RECEIVING PARTY DATA | |
| Name: | Ebel SA |
| Street Address: | 113, rue de la Paix |
| City: | CH-2301 La Chaux-de-Fonds |
| State/Country: | SWITZERLAND |
| Entity Type: | CORPORATION: SWITZERLAND |

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| PROPERTY NUMBERS Total: 1 | | |
| Property Type | Number | Word Mark |
| Registration Number: | 1247027 | EBEL |

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| 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: | 4000 Bell Atlantic Tower |
| Address Line 2: | 1717 Arch Street |
| Address Line 4: | Philadelphia, PENNSYLVANIA 19103-2793 |

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| ATTORNEY DOCKET NUMBER: | 87418-011 |
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| DOMESTIC REPRESENTATIVE | |
| Name: | Glenn A. Gundersen |
| Address Line 1: | 4000 Bell Atlantic Tower |
| Address Line 2: | 1717 Arch Street |
| Address Line 4: | Philadelphia, PENNSYLVANIA 19103-2793 |

CH \$40.00 1247027

NAME OF SUBMITTER:

Glenn A. Gundersen

Total Attachments: 1

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Trademark Assignment

Whereas,

LVMH Watch & Jewelry USA, Inc.

a company organized and existing under the laws of the U.S.A. and having its principal place of business at 960 South Springfield Avenue, Springfield, NJ 07081 U.S.A. (herein after referred to as the «ASSIGNOR»), owns the U.S. trademark registration for the mark EBEL & design no. 1'247'027 in international class 14 («the Mark»), and

whereas,

EBEL SA

a company organized and existing under the laws of Switzerland and having its principal place of business at 113, rue de la Paix, 2300 La Chaux-de-Fonds, 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.

Executed in three original copies, one for each party and one for registrations


LVMH Watch & Jewelry USA, Inc.

Date: April 04, 2004
Name: Louise Firestone
Title: Secretary


EBEL S.A.
Date: May 6, 2004
Name: Joseph Guilleh
Title: Financial Director


Paul-André Steiner
Human Resources Director