

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
Rolex Watch U.S.A., Inc.		04/14/2005	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Montres Tudor S.A.		
Street Address:	3 rue Francois Dussaud		
City:	CH-1211 Geneva 24		
State/Country:	SWITZERLAND		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	642334	TUDOR PRINCE	
Registration Number:	646485	TUDOR PRINCESS	
Registration Number:	661372	TUDOR	
Registration Number:	1002030	TUDOR	
Registration Number:	1346026	MINI-SUB	
Registration Number:	1404838	TUDOR GENEVE LE ROYER	
Registration Number:	1726667	MONARCH	
Registration Number:	2541832		
CORRESPONDENCE DATA			
Fax Number:	(212)415-8701		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 415-8700		
Email:	ptotmcommunications@morganfinnegan.com		
Correspondent Name:	Morgan & Finnegan, LLP		
Address Line 1:	3 World Financial Center		
Address Line 4:	New York, NEW YORK 10281-2101		

CH \$215.00 642334

DOMESTIC REPRESENTATIVE

Name: Gibney, Anthony & Flaherty, LLP
Address Line 1: 665 Fifth Avenue
Address Line 4: New York, NEW YORK 10022-5305

NAME OF SUBMITTER:	Maren C. Perry
Signature:	/mcp/
Date:	04/15/2005

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, ROLEX WATCH U.S.A, INC., a corporation duly organized and existing under the laws of the State of New York, having a business address at 665 Fifth Avenue, New York, New York 10022 (hereinafter "Assignor"), is the owner of the U.S. trademark registrations set forth on the attached Schedule A; and

WHEREAS, MONTRES TUDOR S.A., a corporation duly organized and existing under the laws of Switzerland, having a business address at 3 rue Francois Dussaud, CH-1211 Geneva 24, Switzerland (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the marks and the U.S. trademark registrations set forth on Schedule A;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the marks and the U.S. trademark registrations therefor for the United States, including the good will associated with the marks;

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts that Assignee may require in order to vest all of Assignor's rights, title, and interest in and to the marks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

ROLEX WATCH, U.S.A., INC.

Dated: April 14, 2005

By: 

Title: SR. V.P. FINANCE & CFO

Name: MICHAEL ELMS

SCHEDULE A

- | | |
|---|--------------------|
| 1. TUDOR PRINCE | Reg. No. 642,334 |
| 2. TUDOR PRINCESS | Reg. No. 646,485 |
| 3. TUDOR | Reg. No. 661,372 |
| 4. TUDOR & Shield Design | Reg. No. 1,002,030 |
| 5. MINI-SUB | Reg. No. 1,346,026 |
| 6. TUDOR GENEVE LE ROYER
& Shield Design | Reg. No. 1,404,838 |
| 7. MONARCH | Reg. No. 1,726,667 |
| 8. MISCELLANEOUS DESIGN
(TUDOR DIVE WATCH
BEZEL Design) | Reg. No. 2,541,832 |