

7/29/05

08-03-2005

Form PTO 1594 (Rev. 6-93) OMB No. 0651-0011 (exp. 4/94)

RECORD TR



103054244

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE

To the Honorable Commissioner of Patents and Trademarks original documents or copy thereof.

1. Name of conveying party(ies):
Swarovski Optik K.G.

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

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Dated: May 13, 2005

2. Name and address of receiving party(ies):
D. Swarovski & Co.
Swarovskistrasse 30
6112 Wattens, Austria

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership - Austria
 Corporation
 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

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)

Additional numbers attached? Yes No

B. Trademark registration No.(s)
1324116

5. Name and address of party to whom correspondence concerning document should be mailed:
Perla M. Kuhn, Esq.
Hughes Hubbard & Reed LLP
One Battery Park Plaza
New York, New York 10004-1482
(212) 837-6550
kuhn@hugheshubbard.com

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41):.....\$40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit Account No.: 08-3264

DO NOT USE THIS SPACE

9. Statement and signature.
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.

Name of Person Signing: Natasha N. Reed 7/29/05 Date

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to: Mail Stop Assignment Recordation Services Director of the United States Patent and Trademark Office P.O. BOX 1450, Alexandria, VA 22313-1450

CERTIFICATE OF MAILING

Express Mail Certificate No.: EK839359480US I hereby certify that this correspondence is being deposited with the United States Postal Service in an Express Mail envelope addressed to Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 on 7/29/2005 (Date of Deposit). Elaine S. Parker Name Signature Date of Signature July 29, 2005

08/02/2005 EC00PER 00000227 1324116 01 FC:8521

40.00 DP

NY 968441_1.DOC

TRADEMARK REEL: 003200 FRAME: 0033

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT


WHEREAS, Swarovski Optik K.G., a limited partnership of Austria, having a place of business at Swarovskistrasse 57, Abasm, Austria A6060, has adopted, used and is using the mark that is the subject of registration in the United States Patent and Trademark Office as follows (the "Mark"):

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>DATED</u>
SWAROVSKI OPTIK and Design	1,324,116	March 12, 1985


AND, WHEREAS, D. Swarovski & Co., a limited partnership organized and existing under the laws of AUSTRIA, having a place of business at Swarovskistrasse 30, 6112 Wattens, Austria, is desirous of acquiring the entire right, title and interest in and to the Mark, application and registration and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Mark, and past common law causes of action;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Swarovski Optik K.G. hereby sells, assigns and transfers unto D. Swarovski & Co., its successors and assigns, the entire right, title and interest in and to the Mark, application and registration and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Mark and past common law causes of action.

SWAROVSKI OPTIK K.G.

By: 
Name: WERNER TRATTNER Werner
Title: GESCHÄFTSFÜHRUNG TRATTNER
CEO (Geschäftsführung)

Dated: 13. 5. 05
(May 13, 2005)

AND BY:  Ludwig
PERNSTICH
CEO (Geschäftsführung)

NY 942138_1.DOC

RECORDED: 07/29/2005

TRADEMARK
REEL: 003200 FRAME: 0034