



ASSIGNMENT OF TRADEMARK AND GOODWILL

This ASSIGNMENT AGREEMENT is made and entered into as of the 5<sup>th</sup> day of May 2006, by and between Bulova Corporation, a New York corporation with a principal place of business at One Bulova Avenue, Woodside, New York 11377-7874 ("Assignor"), and Westfield Licensing Company, a Nevada corporation with a principal place of business at 148 Augusta Street, Henderson, Nevada 89074 ("Assignee").

WHEREAS, Assignor owns Registration No. 3,061,339 for the mark BELASCO ("the Mark") for use in connection with "watches" in International Class 14.

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Mark, the registration, and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Mark, past common law causes of action and the right to sue and to recover all damages and other appropriate relief for all past infringement of the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee and Assignee's successors and assigns, the entire right, title and interest in and to the Mark, the 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 and the right to sue and to recover all damages and other appropriate relief for all past infringement of the Mark. Assignor will execute any and all further documents necessary to transfer to Assignee title in and to the Mark.

Bulova Corporation

By: 

(signature)

Name: Warren J. Neitzel, Esq.

Title: General Counsel and Secretary

June 9, 2006

Via Express Mail

Mail Stop Assignment Recordation Services  
Director of the United States Patent and Trademark Office  
Box 1450  
Alexandria, VA 22313-1450

Re: Recordal of Assignment  
From: Bulova Corporation  
To: Westfield Licensing Company  
Mark: BELASCO  
Registration No.: 3,061,339  
Dated: February 21, 2006  
In the United States Patent and Trademark Office

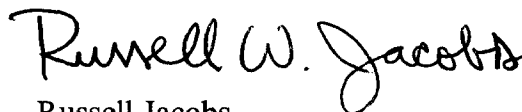
Dear Sir:

Please proceed with recordal of the enclosed assignment from Bulova Corporation to Westfield Licensing Company against the above-referenced trademark registration.

For this purpose, we enclose an Assignment document; Recordation Form Cover Sheet; and, our check in the amount of \$40.00 to cover the required fee.

We look forward to receiving the Notice of Recordation in due course.

Very truly yours,



Russell Jacobs

PMK/esp 79491.1020

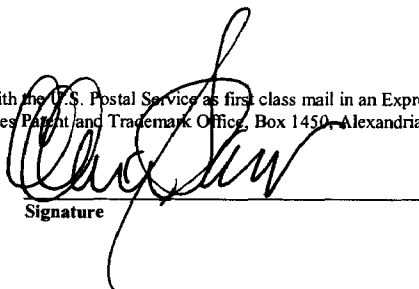
Enclosures

CERTIFICATE OF MAILING

Certificate No. EK839360015US

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an Express Mail envelope addressed to: Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office, Box 1450, Alexandria, VA 22313-1450, on 6/9/2006 (Date of Deposit).

Elaine S. Parker  
Name

  
Signature

June 9, 2006  
Date of Signature

47, Avenue Georges Mandel  
75116 Paris, France  
(33) (1) 44.05.80.00

1300 I Street, N.W.  
Washington, D.C.  
20005-3306  
202-408-3600

350 South Grand Avenue  
Los Angeles, CA  
90071-3442  
213-613-2800

201 South Biscayne Boulevard  
Miami, FL  
33131-4332  
305-358-1666