

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cartier International B.V.		10/31/2005	COMPANY: NETHERLANDS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Officine Panerai N.V.		
<b>Street Address:</b>	Scharlooweg 33		
<b>City:</b>	Curacao		
<b>State/Country:</b>	NETHERLANDS ANTILLES		
<b>Entity Type:</b>	COMPANY: NETHERLANDS ANTILLES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76630389		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(404)815-6555		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	404/815-6376		
<b>Email:</b>	tmadmin@kilpatrickstockton.com		
<b>Correspondent Name:</b>	William H. Brewster		
<b>Address Line 1:</b>	1100 Peachtree Street		
<b>Address Line 2:</b>	Suite 2800		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309-4530		
<b>ATTORNEY DOCKET NUMBER:</b>	THD/SF LUMINOR DESIGN 515		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Kilpatrick Stockton LLP		
<b>Address Line 1:</b>	1100 Peachtree Street		
<b>Address Line 2:</b>	Suite 2800		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309-4530		

OP \$40.00 76630389

NAME OF SUBMITTER:	Theodore H. Davis
Signature:	/theodore h. davis/
Date:	08/15/2006
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**ASSIGNMENT OF TRADEMARKS**  
**- UNITED STATES OF AMERICA -**

This Assignment is made by and between Cartier International B.V., a company organized and existing under the laws of the Netherlands and having its address at Herengracht 436, Amsterdam, the Netherlands (hereinafter referred to as the "Assignor")

and

Officine Panerai N.V., a company organized and existing under the laws of the Netherlands Antilles and having its address at Scharlooweg 33, Curaçao, the Netherlands Antilles (hereinafter referred to as the "Assignee")

**PREAMBLE**

WHEREAS the Assignor is the owner of the following US trademark and the application to register said trademark (hereinafter referred to as the "Trademark Application") :

Trademark	Appl. No.	Appl. Date	Intl Class(es)
LUMINOR WATCH DESIGN	76/630389	07.02.2005	14

WHEREAS the Assignor agrees to sell to the Assignee all right, title and interest in and to the Trademark Application (hereinafter referred to as the "Intellectual Property Right") and the Assignee agrees to purchase said Intellectual Property Right.

NOW THEREFORE, for ten dollars (US\$ 10) and other good and valuable consideration, the receipt of which is duly acknowledged, it is hereby agreed as follows:

1. The Assignor hereby assigns unto the Assignee all right, title and interest in the Intellectual Property Right together with all the associated goodwill;
2. The Assignor hereby assigns, transfers and conveys to the Assignee all rights to institute or maintain legal proceedings, or to secure legal and/or administrative relief, as well as to collect damages including any form of compensation or other monetary award, in respect of any claims for infringement of, or other unauthorized use in relation to the Intellectual Property Right which may have arisen or accrued prior to the effective date of this Assignment;
3. The Assignor appoints and constitutes the Assignee as its attorney-in-fact, with full power of substitution, for and on behalf of such Assignor in relation to any purpose or action necessary or appropriate to record and/or confirm the Assignment herein;

4. The Parties hereto agree that the effective date of this Assignment is the 31<sup>st</sup> of October 2005.

Executed by the Parties as indicated hereunder.

**Cartier International B.V.**

Date :

By: .....



Albert Kaufmann, Director

**Officine Panerai N.V.**

Date :

By: .....



Marc Frisanco, Authorized Attorney

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Matter of:  
**CARTIER INTERNATIONAL BV**

Application No. 76/630389 filed on 07.02.2005

**APPOINTMENT OF DOMESTIC REPRESENTATIVE**

Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513

Dear Sir:

Officine Panerai N.V. hereby appoints KILPATRICK STOCKTON LLP, whose postal address is Suite 2800, 1100 Peachtree St.; Atlanta GA 30309-4530, United States of America, is designated representative on whom notices or process in proceedings affecting the mark may be served. Please forward all correspondence pertaining to these registrations to :

KILPATRICK STOCKTON LLP  
Suite 2800, 1100 Peachtree St.  
Atlanta GA 30309-4530

Respectfully submitted,

Officine Panerai N.V.

By: Marc FRISANCO

Title: Authorized Attorney



Date: 31 October 2005

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