

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lucien Piccard/Arnex Watch Co., Inc.		02/07/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The LP Watch Group, Inc.		
Street Address:	3301 North 29th Avenue		
City:	Hollywood		
State/Country:	FLORIDA		
Postal Code:	33020		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2510303	LP	
CORRESPONDENCE DATA			
Fax Number:	(954)522-6507		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	954-763-3303		
Email:	info@mhdpatents.com		
Correspondent Name:	Barry L. Haley, Esq.		
Address Line 1:	1936 South Andrews Avenue		
Address Line 4:	Fort Lauderdale, FLORIDA 33316		
ATTORNEY DOCKET NUMBER:	11163.3731		
NAME OF SUBMITTER:	Barry L. Haley		
Signature:	/barry l haley/		
Date:	02/07/2007		

CH \$40.00 2510303

Total Attachments: 1
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ASSIGNMENT

WHEREAS, Lucien Piccard/Arnex Watch Co., Inc. ("Assignor"), having an address of 3301 North 29th Avenue, Hollywood, Florida 33020, is a corporation of the State of Delaware, has adopted and used in its business, a trademark which mark is identified as LP and Design, which is registered under Registration No. 2,510,303, dated November 20, 2001, in the United States; and

WHEREAS, The LP Watch Group, Inc. ("Assignee"), having an address of 3301 North 29th Avenue, Hollywood, Florida 33020, is a corporation of the State of Florida, is desirous of acquiring said mark and the good will of said mark;

NOW, THEREFORE, To All Whom It May Concern:

Be it known that for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration to them in hand paid, the receipt of which is hereby acknowledged, said Assignor, by these presents does sell, assign, and transfer unto the said Assignee the entire right, title and interest in and to the said trademark and the registration thereof, Registration No. 2,510,303, including the right to sue for damages for all past infringement occurring prior to the execution date of this Assignment, together with the good will of the mark and business in connection with which the said mark was and/or is used.

Date:

Feb 7, 2007

By:

Sol Friedman
Sol Friedman, President

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