

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
Lucien Piccard, Inc.		02/07/2007	CORPORATION: FLORIDA
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	
Serial Number:	78812455	LP ITALY	
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		

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Total Attachments: 1
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ASSIGNMENT

WHEREAS, Lucien Piccard, Inc., a Florida corporation, having an address of 3301 North 29th Avenue, Hollywood, Florida 33020 ("Assignor"), has a bona fide intention to use the following mark in interstate commerce business:

1. in connection with clocks, jewelry, watch bands and straps, watch parts and watches in International Class 014 for the Mark "LP Italy" and has filed Application Serial No. 78/812,455 on February 10, 2006 indicating the intention to use the Mark in interstate commerce, but has not yet filed an allegation of use under 15 U.S.C. §1051, *et seq.* (as amended) of the Trademark Act;
2. in connection with handbags; leather bags, suitcases and wallets; leather handbags; leather key chains; and wallets in International Class 018 for the Mark "LP Italy" and has filed Application Serial No. 78/812,455 on February 10, 2006 indicating the intention to use the Mark in interstate commerce, but has not yet filed an allegation of use under 15 U.S.C. §1051, *et seq.* (as amended) of the Trademark Act; and
3. in connection with belts; and leather belts in International Class 025 for the Mark "LP Italy" and has filed Application Serial No. 78/812,455 on February 10, 2006 indicating the intention to use the Mark in interstate commerce, but has not yet filed an allegation of use under 15 U.S.C. §1051, *et seq.* (as amended) of the Trademark Act;

WHEREAS, applicant is assigning the Mark as part of the entire business to which the Mark pertains as required by 15 U.S.C. §1060; and

WHEREAS, The LP Watch Group, Inc., a Florida corporation, having an address of 3301 North 29th Avenue, Hollywood, Florida 33020 ("Assignee"), the successor of the ongoing and existing business of to which the Mark pertains, is desirous of acquiring said Mark and the pending intent-to-use application therefor;

NOW, THEREFORE, for good and valuable consideration and Ten Dollars (\$10.00), the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to the Mark, including the right to sue for damages for all past infringement occurring prior to the execution date of this Assignment, and the goodwill of business symbolized thereby.

ASSIGNOR: Lucien Piccard, Inc.

Date: Feb 7, 2007

By: 
Sol Friedman, President