

**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
STYLUS INC.		01/03/2007	CORPORATION: MICHIGAN
CROWN SPEED LIMITED		01/03/2007	Limited Company: HONG KONG

**RECEIVING PARTY DATA**

Name:	STYLUS INC.
Street Address:	27680 Franklin Road
City:	Southfield
State/Country:	MICHIGAN
Postal Code:	48034
Entity Type:	CORPORATION: MICHIGAN

**PROPERTY NUMBERS Total: 10**

Property Type	Number	Word Mark
Registration Number:	2483277	AIR WRITER
Registration Number:	2926571	BALLPOINT
Registration Number:	2739684	BALLPOINT PENCIL
Registration Number:	2773095	LIQUID LEAD
Registration Number:	1314537	PC
Registration Number:	1749873	PC
Registration Number:	1316905	PIERRE CARDIN
Registration Number:	1316906	PIERRE CARDIN
Registration Number:	2513803	STYLUS
Registration Number:	2776556	STYLUS STUDIO

**CORRESPONDENCE DATA**

Fax Number: (248)358-3351

CH \$265.00 2483277

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (248) 358-4400  
Email: cbaunoch@brookskushman.com  
Correspondent Name: Mark A. Cantor  
Address Line 1: 1000 Town Center, 22nd Floor  
Address Line 4: Southfield, MICHIGAN 48075-1238

ATTORNEY DOCKET NUMBER:	STYL 0223 A
NAME OF SUBMITTER:	Mark A. Cantor
Signature:	/mark a cantor/
Date:	02/09/2007

**Total Attachments: 11**

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## ASSIGNMENT OF INTELLECTUAL PROPERTY

This Assignment of Intellectual Property, including, but not limited to Patents, Trademarks, Trade Dress and Copyrights (this "Assignment") is entered into as of January 3, 2007 by and among (i) Stylus, Inc., a Michigan corporation, and Crown Speed Limited, a Hong Kong limited company (together, the "Assignor"), and (ii) Stylus, Inc., a Michigan corporation, (the "Assignee").

### Introduction

The Assignor has obtained, by way of Assignment (Exhibit 1), the patents, patent applications, trademarks, trademark applications and registered copyrights listed on Schedule A of Exhibit 1, and all variations thereof, the unregistered and common law rights in the inventions, trademarks, trade dress, and copyrights related to the assets being acquired, and all variations thereof, are collectively defined as the "Intellectual Property." The Assignee wishes to acquire, and the Assignor wishes to assign, the Assignor's entire right, title and interest in and to the Intellectual Property. Capitalized terms used but not defined herein shall have the meanings given to them in the Purchase Agreement.

NOW, THEREFORE, in consideration of the foregoing, and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, the Assignor and the Assignee hereby agree as follows:

1. **Assignment.** The Assignor hereby sells, transfers, assigns and sets over to the Assignee, the entire right, title and interest of the Assignor in and to the Intellectual Property, together with the goodwill symbolized thereby and associated therewith, and all registrations and applications therefor, in the United States and for all foreign countries, including any divisions, reissues, renewals, continuations, continuations-in-part, improvements and extensions thereof that are or may be secured under the laws of the United States and all foreign countries, now or hereafter in effect, for the Assignee's own use and enjoyment, and for the use and enjoyment of the Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale had not been made, together with the right or priority under any international agreement to which the United States adheres and with all income, royalties or payments due or payable as of the effective date of this Assignment or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Intellectual Property with the right to sue for, and collect the same for the Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives. The Assignor requests the Commissioner of Patents and Trademarks, the Library of Congress and any other governmental or judicial entity and any and all foreign countries to record the Assignee and owner of the Intellectual Property.

2. **Further Assistance.** The Assignor shall provide to the Assignee reasonable cooperation and assistance (including the execution and delivery of any and all affidavits,

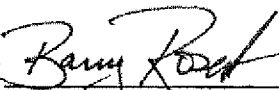
declarations, oaths, samples, exhibits, specimens, assignments and other documentation) as may be reasonably required in the implementation, recordation or perfection of this Assignment.

3. **Miscellaneous.** This Assignment shall be binding upon and inure to the benefit of the parties hereto and to their respective successors and assigns, and shall be construed and enforced in accordance with the internal laws of the State of Michigan, without regard to its choice of law provisions. This Assignment shall not be construed as a waiver of, or to limit, terminate, modify or derogate from the representations, warranties, covenants and agreements set forth in the Purchase Agreement. This Assignment may be executed in one or more counterparts, and with counterpart signature pages, each of which shall be an original, but all of which together shall constitute one in the same Assignment. Counterpart signature pages to this Assignment transmitted by facsimile transmission, by electronic mail in "portable document format" (".pdf") for, or by any other electronic means intended to preserve the original graphic and pictorial appearance of a document, will have the same effect as physical delivery of the paper document bearing an original signature.

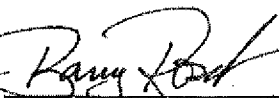
IN WITNESS WHEREOF, the Assignor hereto has caused this Assignment to be executed by their duly authorized representatives on the day and year first above written.

**ASSIGNOR:**

STYLUS, INC.

By:   
Title: CEO

CROWN SPEED LIMITED

By:   
Title: CEO

# **EXHIBIT 1**

## ASSIGNMENT OF INTELLECTUAL PROPERTY

This Assignment of Intellectual Property, including, but not limited to Patents, Trademarks, Trade Dress and Copyrights (this "Assignment") is entered into as of May [1], 2006 by and among (i) Advance Watch Company Ltd., a Michigan corporation, and Advance Watch Company (Far East) Limited, a Hong Kong limited company (together, the "Seller"), and (ii) Stylus Inc., a Michigan corporation, and Crown Speed Limited, a Hong Kong limited company (together, the "Buyer").

### Introduction

The Buyer and the Seller have entered into an Asset Purchase Agreement dated on or about the date hereof pursuant to which the Buyer has acquired certain assets of the Seller (as amended, modified or supplemented from time to time, the "Purchase Agreement"). The patents, patent applications, trademarks, trademark applications and registered copyrights of the Seller listed on Schedule A hereto, and all variations thereof, the unregistered and common law rights in the inventions, trademarks, trade dress, and copyrights related to the assets being acquired, and all variations thereof, are collectively defined as the "Intellectual Property". The Buyer wishes to acquire, and the Seller wishes to assign, the Seller's entire right, title and interest in and to the Intellectual Property. Capitalized terms used but not defined herein shall have the meanings given to them in the Purchase Agreement.

NOW, THEREFORE, in consideration of the foregoing, and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, the Seller and the Buyer hereby agrees as follows:

1. **Assignment.** The Seller hereby sells, transfers, assigns and sets over to the Buyer, the entire right, title and interest of the Seller in and to the Intellectual Property, together with the goodwill symbolized thereby and associated therewith, and all registrations and applications therefor, in the United States and for all foreign countries, including any divisions, reissues, renewals, continuations, continuations-in-part, improvements and extensions thereof that are or may be secured under the laws of the United States and all foreign countries, now or hereafter in effect, for the Buyer's own use and enjoyment, and for the use and enjoyment of the Buyer's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Seller if this assignment and sale had not been made, together with the right or priority under any international agreements to which the United States adheres and with all income, royalties or payments due or payable as of the effective date of this Assignment or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Intellectual Property with the right to sue for, and collect the same for the Buyer's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives. The Seller requests the Commissioner of Patents and Trademarks, the Library of Congress and any other governmental or judicial entity and any and all foreign countries to record the Buyer as the assignee and owner of the Intellectual Property.

2. **Further Assistance.** The Seller shall provide to the Buyer reasonable cooperation and assistance (including the execution and delivery of any and all affidavits, declarations, oaths,

samples, exhibits, specimens, assignments and other documentation) as may be reasonably required in the implementation, recordation or perfection of this Assignment.

3. **Miscellaneous.** This Assignment shall be binding upon and inure to the benefit of the parties hereto and to their respective successors and assigns, and shall be construed and enforced in accordance with the internal laws of the state of Michigan, without regard to its choice of law provisions. This Assignment shall not be construed as a waiver of, or to limit, terminate, modify or derogate from the representations, warranties, covenants and agreements set forth in the Purchase Agreement. This Assignment may be executed in one or more counterparts, and with counterpart signature pages, each of which shall be an original, but all of which together shall constitute one in the same Assignment. Counterpart signature pages to this Assignment transmitted by facsimile transmission, by electronic mail in "portable document format" (".pdf") form, or by any other electronic means intended to preserve the original graphic and pictorial appearance of a document, will have the same effect as physical delivery of the paper document bearing an original signature.

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IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed by their duly authorized representatives on the day and year first above written.

**SELLER:**

ADVANCE WATCH COMPANY LTD.

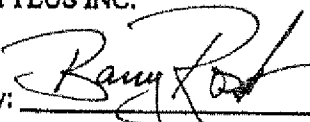
By:  \_\_\_\_\_  
(Title)

ADVANCE WATCH COMPANY  
(FAR EAST) LIMITED

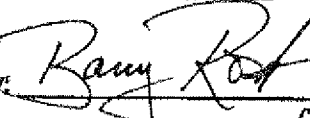
By:  \_\_\_\_\_  
(Title)

**BUYER:**

STYLUS INC.

By:  CED  
\_\_\_\_\_  
(Title)

CROWN SPEED LIMITED

By:  CED  
\_\_\_\_\_  
(Title)

[ SIGNATURE PAGE TO ASSIGNMENT OF PATENTS, TRADEMARKS AND COPYRIGHTS ]



SCHEDULE A

TRADEMARK REGISTRATIONS

Mark	Registration No.	Date Registered
AIR WRITER	2483277	28-Aug-2001
BALLPOINT	2926571	15-Feb-2005
BALLPOINT PENCIL	2739684	22-Jul-2003
BRIO (Japan)	4892216	02-Sep-2005
BRIO (Korea-South)	639953	22-Nov-2005
CUT WRITE	2472303	24-Jul-2001
ELGIN (Japan)	4864196	13-May-2005
ELGIN	2427506	06-Feb-2001
FLASHWRITE	2444718	17-Apr-2001
LIQUID LEAD	2773095	14-Oct-2003
PANACHE (Japan)	4892217	02-Sep-2005
PANACHE (Korea-South)	639954	22-Nov-2005
PC (Stylized)	1314537	15-Jan-1985
PC (Stylized)	1749873	02-Feb-1993
PC and Design (Canada)	342582	08-Jul-1988
PIERRE CARDIN (Canada)	408,608	26-Feb-1993
PIERRE CARDIN (Canada)	168,669	23-Apr-1970
PIERRE CARDIN	1316905	29-Jan-1985
PIERRE CARDIN (Script) and Design (Canada)	342,833	15-Jul-1988

PIERRE CARDIN (Stylized)	1316906	29-Jan-1985
PIERRE CARDIN and Design (Canada)	216,335	01-Oct-1976
SIGNATURE ONE	2633118	08-Oct-2002
STILETTO	2776557	21-Oct-2003
STYLUS (Stylized)	2513803	04-Dec-2001
STYLUS STUDIO	2776556	21-Oct-2003
Z SCREEN	2575466	04-Jun-2002
Z SCREEN and DESIGN	2522114	25-Dec-2001

**TRADEMARK APPLICATIONS**

Mark	Serial No.	Date Application Filed
BRIGHT BAGS	78/495242	06-Oct-2004
FLIRT	78/495197	06-Oct-2004
FRAGRANT IMPRESSIONS and Design	78/519855	19-Nov-2004
SNAPS	78/753236	14-Nov-2005
SNAPS and Design	78/755371	16-Nov-2005
STINKY INKS	78/589274	17-Mar-2005

**PATENTS**

U.S. Patent No.	Date Issued	Description
433446	07-Nov-2000	Writing Instrument with Perforated Grip

433448	07-Nov-2000	Writing Instrument with Bulbous Grip
433447	07-Nov-2000	Writing Instrument with Perforated Grip
436126	09-Jan-2001	Writing Instruments with Knife and Bulbous Grip
450086	06-Nov-2001	Writing Instrument with Blade
436375	16-Jan-2001	Writing Instrument with Bulbous Grip
450764	20-Nov-2001	Game Card Writing Instrument
450765	20-Nov-2001	Writing Instrument
436622	23-Jan-2001	Writing Instrument with Flashlight and/or Bulbous Grip
451138	27-Nov-2001	Writing Instrument with Illumination Recess
449857	30-Oct-2001	Writing Instrument with Attachment
450766	20-Nov-2001	Writing Instruments with Game
447178	28-Aug-2001	Writing Instrument with Bulbous Grip
438903	13-Mar-2001	Writing Instrument with Perforated Grip
439277	20-Mar-2001	Writing Instrument with Bulbous Grip
477022	08-Jul-2003	Writing Instrument
487111	24-Feb-2004	Writing Instrument

98771	27-Aug-2003	Writing Instrument
477023	08-Jul-2003	Writing Instrument
98773	27-Aug-2003	Writing Instrument
469122	21-Jan-2003	Writing Instrument
98774	27-Aug-2003	Writing Instrument
474239	06-May-2003	Writing Instrument
468770	14-Jan-2003	Writing Instrument
480755	14-Oct-2003	Game Pen (Backgammon)
6892960	17-May-2005	Airbrush
6890972	10-May-2005	Erasable Ink for a Writing Implement
492002	22-Jun-2004	Airbrush

**PATENT APPLICATIONS**

<b>Application No.</b>	<b>Date Applied</b>	<b>Description</b>
N/A	24-Aug-2001	Writing Instrument
2003272791	29-Sep-2003	Airbrush
2500085	29-Sep-2003	Airbrush
N/A	29-Sep-2003	Airbrush
0326288.8	29-Sep-2003	Airbrush
N/A	29-Sep-2003	Airbrush
N/A	29-Sep-2003	Airbrush
2508816	09-Jan-2004	Erasable Ink for a Writing Implement

N/A	09-Jan-2004	Erasable Ink for a Writing Implement
2006-500847	09-Jan-2004	Erasable Ink for a Writing Implement
10/526338	02-Mar-2005	Erasable Ink for a Writing Implement
10/998859	29-Nov-2004	Dual Function Case

**COPYRIGHTS**

<b>File No.</b>	<b>Date Issued</b>	<b>Title</b>
VA 577-628	11-18-1993	Writing Instrument with Smooth Marbled Barrel